

# JUSTIN RUSHING

---

**Phone:** (619) 381-3131 | **Email:** [iamjustinrushing@gmail.com](mailto:iamjustinrushing@gmail.com)

**Address:** San Diego, California, US | [LinkedIn](#)

## PROFESSIONAL SUMMARY

Strategic revenue leader with 15+ years of experience driving multimillion-dollar growth across media, SaaS and nonprofit sectors. Led development and execution of earned revenue strategies, managed budgets exceeding \$2.8 million and directed cross-functional teams in both in-person and remote work environments. Oversaw national B2B and B2C campaigns, optimized sales infrastructures and implemented consultative sales frameworks that improved conversion rates and increased client retention. Managed high-impact content strategies, launched platform enhancements based on behavioral data and secured corporate sponsorships that contributed to sustainable revenue expansion. Looking to transfer these skill sets into a remote executive growth, revenue or business development role where strategic thinking and innovation are valued.

## SKILLS

Revenue Strategy, Business Development, Sales Leadership, Digital Advertising, Media Sales, B2B Sales, B2C Sales, Sponsorship Sales, SaaS Sales, Audience Growth, Content Strategy, UX Optimization, Product Marketing, CRM Management, Email Marketing, SEO Strategy, Programmatic Advertising, Campaign Management, Budget Forecasting, Strategic Planning, Brand Development, KPI Analysis, Partner Acquisition, Market Expansion, Data Analytics, Contract Negotiation, Pipeline Management, Multimedia Marketing, Paid Media, Display Advertising, Conversion Tracking, Demand Generation, Fundraising Strategy, Revenue Forecasting, Social Media Campaigns, Platform Monetization, Vendor Management.

## EXPERIENCE

**Chief Revenue Officer | The Pivot Fund | Atlanta, GA | Feb 2024 – Present**

### ***Roles & Responsibilities:***

- Increased organizational earned revenue by designing and executing platform-wide strategies that resulted in \$1.8M in new business within the first 10 months.
- Secured 14+ corporate partnerships by aligning brand objectives with mutually beneficial sponsorship and media exposure strategies.
- Launched three revenue-focused product initiatives for grantee publishers, leading to a measurable improvement in their funding pipelines and audience engagement.
- Managed company-wide earned revenue planning and budget forecasting through ongoing analysis of pipeline data, market trends and growth trajectories.
- Provided virtual revenue strategy consulting to a grantee cohort of 20+ news publishers, supporting scalable implementation across diverse geographic locations.
- Partnered directly with the CEO and senior leadership to translate organizational growth goals into actionable earned revenue outcomes and audience development strategies.

**Director of Growth and Partnership | inewssource | San Diego, CA | Oct 2021 – Feb 2024**

### ***Roles & Responsibilities:***

- Increased earned revenue by launching three cross-platform content initiatives that boosted donor engagement and expanded audience reach across digital channels.
- Led a multifunctional remote Product & Content team to optimize UX/UI, resulting in higher on-site retention and improved engagement metrics.
- Strengthened strategic fundraising by aligning brand messaging with philanthropy goals, leading to improved resonance across donor communications.
- Built and managed media and third-party tech partnerships to streamline digital publishing operations and enhance platform capabilities.
- Used audience behavior data and performance trends to guide content enhancements, leading to more relevant storytelling and greater reader interaction.

**Advertising Director | Daily Memphian | Memphis, TN | Apr 2019 – Oct 2021**

### ***Roles & Responsibilities:***

- Generated \$2.8M in revenue by managing a diversified book of business through digital advertising and event sponsorships, contributing to the company's early-stage financial sustainability.

- Led the optimization of ad operations across email and web platforms, improving campaign delivery times and increasing advertiser satisfaction.
- Collaborated with digital product teams to assess reader engagement trends, uncovering three new advertising opportunities that were integrated into the platform roadmap.
- Directed a sales team in designing and executing data-informed advertising strategies, aligning rate models with audience insights to improve campaign ROI.
- Built and maintained national and regional client relationships, securing long-term contracts that anchored the company's digital monetization strategy.

## **Advertising Director | Contemporary Media Inc. | Memphis, TN | Feb 2016 – Apr 2019**

### ***Roles & Responsibilities:***

- Delivered \$1.7M in annual revenue by leading print, digital and event sponsorship sales, consistently meeting and exceeding budget targets.
- Increased deal size and retention by negotiating and managing contracts with top-tier clients and agencies, ensuring campaign effectiveness and alignment with business goals.
- Drove product innovation by introducing new multimedia ad solutions based on market trend analysis, enhancing platform competitiveness.
- Trained and mentored the sales team in consultative selling, pipeline management and proposal development, leading to stronger close rates and team consistency.
- Represented the brand at industry events and community engagements to cultivate new business relationships and strengthen client rapport.

## **Digital Media Specialist | Cars.com | Memphis, TN | Feb 2013 – Feb 2016**

### ***Roles & Responsibilities:***

- Increased dealership online visibility by optimizing digital product placements and advising 40+ franchise and independent dealers on campaign strategies.
- Conducted in-depth conversion analysis across multiple regional markets, uncovering lead behavior trends that shaped localized sales tactics.
- Ensured 100% OEM CO-OP compliance during campaign launches, meeting digital standards and protecting client reimbursement eligibility.
- Delivered strategic performance reports to field sales and product development teams, informing feature enhancements and advertising benchmarks.
- Managed dealer accounts across territories, improving campaign engagement and boosting online vehicle consideration through targeted display and mobile solutions.

## **OTHER EXPERIENCES**

- **Multimedia Marketing Consultant** | E.W. Scripps – Memphis Commercial Appeal | Memphis, TN | Sep 2010 – Feb 2013
- **Corporate Procurement Specialist** | Levenger | Memphis, TN | Jun 2010 – Sep 2010
- **Senior Credit Manager** | Wells Fargo Financial | Southaven, MS | Jun 2009 – Jun 2010
- **Marketing Coordinator** | ESPN | Bristol, CT | Dec 2008 – May 2009

## **EDUCATION**

- **Bachelor of Science in Mass Communications** | Alabama State University

## **TOOLS**

Microsoft Office, Google Workspace, Salesforce CRM, Google Analytics, Facebook Ads, Google Ads, HubSpot CRM, Mailchimp, WordPress, Slack, Asana, Adobe Creative, SEMrush, Hootsuite, Canva, Trello, LinkedIn Ads, Tableau, Marketo, Notion, Monday.com, Google Data Studio, ClickUp, Intercom, Zoom.

## **LANGUAGES**

- English - Fluent

## **REFEREES**

AVAILABLE UPON REQUEST