

Jason Martin

Growth Marketing Leader

Austin, TX, United States | [LinkedIn](#)

Growth leader and former founder with experience scaling venture-backed fintech startups from early stage through rapid growth.

I've spent most of my career joining startups early, figuring out how to grow them and launching new products. I joined Branch as employee #5 and helped launch and scale Instant Pay from 0 to 1M+ users. Most recently I was one of the first employees at Abode Money, where I built the growth function from scratch, owned growth targets and helped drive double-digit month-over-month growth during key scaling periods.

EXPERIENCE

VP of Growth Abode Money One of the first employees at Abode Money, a fintech platform for homeowners. Built the growth function from scratch. Owned growth targets across acquisition, lifecycle and GTM, helping drive double-digit month-over-month growth during key scaling periods. Worked on pricing, positioning, which markets to enter and launching new products. Built and led a growth function across paid, lifecycle and creative.	May 2024 — Aug 2026 <i>Austin, Texas, United States</i>
Co-Founder & Head of Growth NextGem Led the company across strategy, product, growth and fundraising for NextGem, an AI-driven marketplace and social platform for high-end trading card collectors.	Mar 2021 — Apr 2024
Director of Growth Marketing Otis Led growth for an alternative investing platform across acquisition, lifecycle and referrals. Built new acquisition channels and worked closely with product on activation, engagement and new product launches. Otis was later acquired by Public.com.	Aug 2020 — Mar 2021
Director of Growth Marketing Branch Employee #5 at Branch, a fintech startup building banking and financial products for working Americans. Helped develop and launch Instant Pay from 0 to 1M+ users. Led growth across acquisition, lifecycle and activation. Later managed a 12-person consumer growth and enterprise marketing team.	Mar 2017 — Aug 2020 <i>Minneapolis, Minnesota</i>
Growth Marketing Leadpages Built acquisition, lifecycle and marketing automation programs for a fast-growing SaaS platform. Ran lifecycle across hundreds of thousands of subscribers and customers.	Jun 2014 — Mar 2017 <i>Greater Minneapolis-St. Paul Area</i>
Product Manager, Growth INVESTyR Growth and GTM for an early-stage investment platform.	Jul 2012 — Jun 2014 <i>Greater Minneapolis-St. Paul Area</i>

EDUCATION

University of North Dakota
Bachelor's Degree in Entrepreneurship/Entrepreneurial Studies
Activities and societies: Sigma Nu Fraternity

CERTIFICATIONS

Advanced Growth Strategy , Reforge	Feb 2020
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SKILLS

Startups · Growth Marketing · Consumer Marketing · Customer Acquisition · Team Leadership · Lifecycle marketing · Paid Social Media Advertising · Growth · Early-Stage Startups · Demand Generation · Positioning (Marketing) · B2B Marketing · B2C Marketing · Inbound Lead Generation · Monetization · Mobile Marketing · Marketplace · Content Strategy · Product Launch · Referral Marketing · Performance Marketing · Growth Strategies · Start-ups · Entrepreneurship · Digital Marketing · Growth Hacking · Marketing Automation · Product Marketing · Marketing · Marketing Strategy · Product Management · Leadership · Social Media · Business Development · Strategic Partnerships · Digital Strategy · Fundraising