

MARLIN JACKSON

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PROFESSIONAL SUMMARY

Dynamic, results-oriented leader with extensive experience in corporate headquarters and regional sales management, dealer network operations, and customer-experience innovation across mass-market automotive sectors. Proven success in driving profitability, growing market share, and developing high-performing teams that deliver exceptional customer satisfaction and brand loyalty. Adept at building strong dealer relationships, implementing modern retailing and digital solutions, and leading large-scale launches aligned with corporate growth objectives.

CORE COMPETENCIES

- Sales & Marketing Strategy
- Dealer Network Development
- Customer Experience Optimization
- P&L / Business Planning
- Digital Retail Transformation
- Data-Driven Decision Making
- Team Leadership & Coaching
- Conflict Resolution & Negotiation
- Aftersales Growth
- Brand Positioning
- LMA Partnership Management
- Change Leadership

EXPERIENCE

NISSAN NORTH AMERICA

Jan– Oct 2025

Manager – Digital Interactive Marketing

Responsible for leading the digital strategy and execution for Nissan North America's (Tier 1) website, NissanUSA.com. This role ensures seamless and engaging customer experience across all digital touchpoints, optimizing UX/UI, product accuracy, pricing strategies, and promotional initiatives.

- **Customer Experience & UX/UI** – Optimize the end-to-end digital customer journey, improving site usability, engagement, and conversion. Experience in wire framing & prototyping. UAT testing.
- **SEO & Site Performance** – Implement SEO strategies, asset tagging, and A/B testing to enhance visibility, searchability, and overall website performance.
- **Content Strategy & Brand Messaging** – Lead national and regional campaign execution, ensuring alignment between Tier 1 brand messaging and dealer-specific Tier 3 content.
- **Digital Commerce & Innovation** – Spearhead initiatives such as AI-powered shopping experiences, personalized vehicle offers, and emerging technologies that enhance the online car-buying process.
- **Product Accuracy & Pricing** - Maintain up-to-date product information, pricing details, and promotional incentives across digital platforms.
- **Cross-Functional Collaboration** – Partner with marketing, sales, and product teams to align digital strategies with broader business goals and sales targets.
- **Fleet & Connected Car Services** – Oversee digital content and strategy for fleet and connected vehicle solutions, ensuring clarity and customer engagement.
- **Budget & Resource Management** – Supervise agency resources, direct staff, and allocate marketing budgets effectively to optimize digital initiatives while ensuring timely project execution.
- **Team Leadership & Oversight** – Manage and supervise assigned staff to ensure alignment with strategic marketing objectives.

Responsible for leading strategic positioning, subscription management, and the full lifecycle of digital marketing for Nissan and INFINITI's connected services. This role oversees go-to-market strategies and ongoing business execution, ensuring seamless integration across marketing channels and optimizing customer engagement.

- **Omnichannel Marketing Execution** – Oversee creative and content strategy across mobile, web, voice, CRM, video, and print, ensuring integration with Nissan and INFINITI brand marketing.
- **Subscription Management Performance** - Boosted subscription services from 12% to 20% by implementing dynamic marketing campaigns, enhancing customer awareness, refining product offerings, and executing strategic promotional initiatives.
- **Performance & Analytics Optimization** – Monitor key product metrics, derive strategic insights, and drive improvements through data analysis.
- **Agency & Partner Collaboration** – Direct agency execution (SXM, Critical Mass, Nissan United, Epsilon, Designory) across CRM, web, video, and print while integrating marketing efforts with partners like Google, Amazon, and Chamberlain.
- **Go-To-Market Leadership** – Collaborate with leadership from strategy inception to execution, guiding key initiatives for new product launches and digital experiences.
- **Website Experience Enhancements** – Lead site simplification and redesign efforts, improving navigation and telematic packaging usability, reducing TLPs by 83%, and tripling time spent on-site.
- **Team Leadership & Oversight** – Manage and supervise assigned staff to ensure alignment with strategic marketing objectives.
- **Product Launch Success**– Spearhead the launch of INFINITI and Nissan CPO telematics programs, achieving a 40% activation rate, and oversee the migration of MyNissan and MyINFINITI apps.
- **Emerging Technology & Communications** – Develop communication strategies and assets for in-vehicle Google Automotive Services while supporting CCS2 vehicle launches (MY24 Rogue/MY25 QX80) through go-to-market plans.

Primary responsibility to drive change for Nissan North America customer experience through continued improvement and evaluating customer touch points. Drove improvements by implementing key initiatives and incentive programs to improve the customer experience.

- **JD Power customer satisfaction index ranking** – Nissan North America achieved a significant leap in overall customer satisfaction, rising from 8th to 2nd place among top-tier automotive manufacturers. This improvement was driven by strategic customer experience initiatives and targeted operational enhancements.
- **Customer Experience Strategy & Oversight** – Manage and optimize customer touchpoints with a \$60M annualized budget, ensuring seamless interactions and enhanced satisfaction.
- **Dealership Employee Incentives** – Oversee national dealership incentive programs, including vendor management, website operations, auditing, and payments across the Nissan North America network.
- **Team Leadership & Oversight** – Manage and supervise assigned staff to ensure alignment with strategic marketing objectives
- **Process Optimization & Performance Analysis**- Utilize process mapping and optimization modeling to identify improvement opportunities and refine operations.

- **Customer Insights & Research** – Gather insights through frontline employees, industry data, surveys, social media, and call center feedback, translating findings into strategic recommendations.
- **Technology & Digital Enhancements** – Develop customer and employee-facing applications (APP) that streamline interactions and enhance the user experience.
- **Cross-Functional Collaboration** – Partner with training, marketing, product development, and operational teams to implement innovative solutions.
- **Training & Employee Development** – Lead continual improvement initiatives with field organizations, driving record-high satisfaction scores and refining dealership employee engagement strategies.
- **Stakeholder Engagement & Executive Presentations** – Establish and lead key committees, including the National Dealer Steering Committee, advising on long-term employee retention strategies and presenting recommendations to senior leadership.

GENERAL MOTORS CORPORATION

District Sales Manager

2014-2016

Cadillac Operation Manager

2010-2014

Directed end-to-end operational, sales, and customer-experience initiatives across a multi-state dealer network. Collaborated with dealership owners, general managers, and regional leadership to enhance performance, improve satisfaction metrics, and strengthen brand positioning.

- **Sales & Market Share Growth:** Drove sales-objective attainment through targeted retail programs, dealer coaching, and disciplined business-planning execution.
- **Dealer Network Leadership:** Built strong partnerships with dealer principals and management teams to align local market strategies with corporate objectives.
- **Marketing & LMA Effectiveness:** Championed Local Market Association (LMA) collaboration between dealerships and agencies, improving campaign ROI and regional message consistency.
- **Aftersales Optimization:** Partnered with Accessory Distributor & Installer (ADI) to expand accessory sales integration into dealership operations and marketing.
- **Customer Experience & Training:** Hosted multi-day dealership performance workshops and forums featuring Ritz-Carlton Leadership Center and Disney Institute speakers.
- **Facility & Program Launches:** Managed the launch of multiple new dealership facilities and market entries; led rollout of Cadillac Shield, My Cadillac App, and Cadillac Rewards — driving measurable gains in loyalty and service retention.
- **Digital Retail Innovation:** Piloted *Shop-Click-Drive*, transforming the retail sales model through an online purchase platform and improved lead-management processes with CDK Digital.
- **Employee Coaching & Development:** Delivered field-level training on product knowledge, sales performance, and customer engagement best practices.

HENDRICK AUTOMOTIVE

2009 – 2010

Marketing Manager/Customer Experience

Responsible for all **marketing initiatives and customer experience programs**, partnering with local media and event companies to drive social, digital, and showroom traffic. Led car enthusiast events to increase community engagement and brand visibility. Developed and executed marketing objectives and strategies, integrating advertising, point-of-sale, and promotional campaigns to maximize reach and ROI.

- Lead all marketing Initiatives, including TV, direct mail, social media and email campaigns
- Reviewed web analytics, set conversion goals, measured best referrals, and measured visit qualities.
- Created the “60 minute promise” campaign, reducing customer transaction time
- Managed and negotiated all advertising pricing and contracts with local media companies.
- Conducted market research, data analysis, competitive strategy, and determined customer insight.
- Facilitated CRM training for dealership employees on effective lead management practices.
- Conducted phone skills training with customer facing staff and internet department
- Used process mapping to find ways to remove consumer’s purchasing pain points.
- Managed oversight of assigned staff and vendors.

EDUCATION

BA, Business Administration Finance, Point Loma Nazarene University, San Diego, CA,

AA, Accounting, College of the Sequoias, Visalia, CA,

CERTIFICATIONS

- Nissan Management & Leadership, Franklin, TN
- GMAC, Dealer Financial Training, Los Angeles, CA
- The Ritz-Carlton Leadership Center, Phoenix AZ
- Disney Institute, Customer Service Training, Orlando, FL

LEADERSHIP HIGHLIGHTS

- **Strategic Program Deployment:** Launched Nationwide digital and loyalty programs that increased repeat-purchase rates and customer satisfaction scores.
- **Operational Excellence:** Designed and implemented dealership empowerment tools and continuous-improvement frameworks adopted across the region.
- **Cross-Functional Collaboration:** Partnered with marketing, technology, and business-development teams to synchronize field initiatives with broader Go-To-Market plans.
- **Innovation Champion:** Recognized for introducing forward-thinking retail and digital solutions that influenced broader adoption.

AWARDS AND SPECIAL RECOGNITIONS

- Nissan Chairman Award – JDP CSI/SSI Improvement
- GM Executive Award for growing market share 3 consecutive years.
- Penalty of Leadership Award from Cadillac 4-time recipient #1 in US Sales
- Feature in Automotive News Top Frontline Program / 1 National CPO Dealer