

Jacob Ellenburg

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- ✓ CMO | VP, Communications | Brand & Growth Strategist with 10+ years of experience, specializing in brand strategy, corporate communications, and revenue-driven marketing across the technology and data intelligence industries.
- ✓ Recognized for leading high-visibility PR and high-impact marketing campaigns, driving major business growth, and securing top-tier media placements in outlets such as The New York Times, WSJ, CNN, and BBC.
- ✓ Proven track record of scaling startups to multimillion-dollar acquisitions, executing large-scale rebranding initiatives, and transforming underperforming marketing and PR teams into revenue-generating powerhouses.

KEY EXPERTISE

Strategic Brand Development • Corporate Communications • Public & Media Relations • Digital & Content Marketing • Marketing Strategy & Execution • Revenue Growth & Lead Generation • Crisis & Reputation Management • Thought Leadership & Executive Messaging • Media & Investor Relations • SEO & Performance Marketing • GTM Strategy

HIGHLIGHTED ACCOMPLISHMENTS

- **Scaling & Acquisition Success** – Led X-Mode Social’s growth from a startup to a \$56M acquisition, establishing it as a leader in location data. Scaled the company’s data panel to 50M+ monthly active users.
- **Revenue Growth Through PR & Marketing** – Spearheaded a viral marketing campaign during COVID-19, driving revenue from \$6.5M in 2019 to ~\$15M in 2020. Overhauled PR and marketing strategy at Outlogic and Digital Envoy, doubling inbound sales leads and strengthening brand credibility.
- **Brand Transformation & Market Positioning** – Led the rebrand of X-Mode to Outlogic & Digital Element, fueling a substantial increase in lead generation and market share. Successfully repositioned Drunk Mode from a college safety app into a thriving data company, unlocking new revenue streams and driving mass adoption.
- **Media & Thought Leadership Impact** – Secured top-tier media coverage (NYT, WSJ, CNN, BBC, Fox, etc.) on a \$0 PR budget at X-Mode, elevating brand recognition and investor interest. Additionally, launched Digital Envoy’s first awards initiative, earning dozens of industry accolades and solidifying market trust.
- **High-Performance Team Building & Business Evolution** – Built and scaled high-performing marketing & PR teams, transforming underperforming functions into revenue-generating powerhouses. Pioneered business model shifts that contributed to acquisition deals and investor confidence, demonstrating strategic vision and leadership.

PROFESSIONAL EXPERIENCE

VP, Communications | Digital Envoy, Atlanta, GA 2021 – Present

- Led corporate rebranding and market repositioning transforming X-Mode into Outlogic post-acquisition and refreshing the 20+ year-old Digital Element brand.
- Spearheaded a strategic PR and marketing overhaul, doubling inbound sales leads and amplifying brand presence.
- Launched Digital Envoy’s first awards initiative, earning dozens of accolades and strengthening market leadership.
- Led crisis communications and stakeholder messaging to navigate and close an FTC investigation, mitigating reputational risk and ensuring transparency
- Built marketing & PR teams to drive thought leadership, content marketing, & corporate communications strategies.

CMO; Co-Founder | X-Mode Social (Now Outlogic), Reston, VA 2015 – 2021

- Scaled growth to a \$56M acquisition, positioning X-Mode Social as a leader in location data and market intelligence.
- Identified and secured top-tier media placements (NYT, WSJ, CNN, TechCrunch, etc.) on a minimal PR budget.
- Expanded the company’s data panel to 50M+ monthly active users, driving market penetration and engagement.
- Drove a viral marketing campaign during COVID-19, doubling revenue (from \$6.5M to \$15M) while garnering widespread media coverage, which also led to closing Series A funding.
- Led a full-scale corporate rebrand and business model shift to boost profitability, market share, & investor confidence.
- Founded the ‘Data for Impact’ initiative, establishing partnerships with MIT, Harvard, and The World Bank.

CMO; Co-Founder | Drunk Mode, Herndon, VA

2015 – 2021

- Co-founded Drunk Mode and scaled it to 1M+ active users, expanding to 170+ college campuses within one year.
- Secured media placements in NYT, WSJ, Washington Post, and TechCrunch, elevating brand visibility and credibility on a \$0 Comms/Marketing budget.
- Led high-impact advertising campaigns, driving millions of app downloads and nationwide market penetration.
- Transformed Drunk Mode into a data company, unlocking new revenue streams and industry partnerships.

Chief Communications Officer | Yoptimize (Edge Tech Labs; Chitter; Wealthminder), Herndon/Fairfax, VA 2014 – 2021

- Directed social media campaigns, transforming clients from minimal presence to brands with millions of followers.
- Developed influencer marketing strategies, expanding client reach and driving measurable growth in engagement.
- Led PR and brand storytelling initiatives, securing top-tier media placements and increasing consumer awareness.
- Oversaw multi-platform content strategies, optimizing message delivery & audience engagement for diverse clients.

EDUCATION

Bachelor of Arts (BA), Communications & Information Services | University of Alabama