

Tampa, FL



> jorgehermez10@gmail.com

📞 813.732.2324

# Jorge Hermez

— Product + Marketing

## Education

**University of South Florida**  
BA | Mass Communications  
2004-2009

**International  
College of Spain**  
2000-2004

## Expertise

- Product leadership
- Go-to-market strategy
- Product UI/UX design
- Creative direction
- Graphic design / Branding
- Building personas
- Agile methodology
- Data analytics
- Lead generation

## Accolades

- Titan 100 (2025)
- TBBJ 40 Under 40 (2023)
- Addy's - Silver (2018)
- Helped grow a SaaS co. from \$0-\$7M in ARR
- Built a nationally recognized brand in Commercial Real Estate

## Experience

**SiteZeus** | [www.zeus.ai](http://www.zeus.ai)

**Feb 2016 - Present**

### Chief Product Officer

**Oct 2022 - Present**

Responsible for product strategy and vision. Work closely cross-department to ensure alignment. Define road map and high-level product goals. Oversee the product development process. Engage with customers, monitor market trends and competitor activities. Work with the marketing team to develop go-to-market strategies and plans for new products or features. Promote a culture of innovation and continuous improvement.

Leading: Product | App Development | Data Science | Machine Learning

### Chief Growth Officer

**1yr 2mos**

Develop and implement a comprehensive growth strategy for the business, shaping the road map and how we go-to-market. Conduct market research to understand customer behaviors and identify growth opportunities. Oversee product process and design, tracking feature adoption and platform usage. Create and execute marketing campaigns to attract new customers and retain existing ones. Manage the marketing budget, allocating resources to different projects and initiatives based on strategic priorities.

Leading: Marketing | Product


### VP of Marketing & Product Design

**1yr 3mos**

Develop and implement a comprehensive marketing strategy, overseeing all marketing initiatives. Oversee the use of the brand positioning, tone, and visual identity. Develop and manage the marketing budget. Work closely with other departments to ensure alignment around marketing initiatives and company goals. Stay up-to-date with marketing trends and incorporate innovative approaches. Define and monitor key metrics and KPIs to measure the effectiveness of efforts.

Oversee the design process from conception to implementation. Create user-friendly, aesthetically pleasing designs that meet user needs and enhance user experience. This includes user research, prototyping, user testing, and final implementation.

Leading: Marketing | Product Design

 Tampa, FL

# Jorge Hermez

— Product + Marketing

## Education

### University of South Florida

BA | Mass Communications  
2004-2009

### International College of Spain

2000-2004

## Tech

- Replit
- OpenAI
- Adobe CC
- Figma
- Hubspot
- Wordpress
- Html/CSS
- Monday.com
- Confluence

## Interests

- Family time
- Traveling the world
- Digital painting
- Artificial intelligence
- Motivational books
- Podcasts
- Fishing

## Director of Marketing

4yr 6mos

Develop the SiteZeus brand identity, ensuring marketing and product designs are in line with the new brand standard. Build out user and buyer personas based on market research. Execute a marketing strategy that builds awareness around a new disruptive solution, highlighting new features and data integrations. Build interest in the platform, generating and nurturing leads along the customer journey. Create sales enablement content, resources, and host webinars to draw in prospects and educate customers. Coordinate events, such as trade shows, controlling expenses and ensuring ROI. Use data to guide decisions and make improvements.

Leading: Marketing

## Go2 Creative | [www.go2creative.com](http://www.go2creative.com)

March 2014 - Feb 2016

### CEO & Creative Director

2 yrs

Drive the agency's strategic vision and direction. Oversee client acquisition, foster key relationships, and ensure financial growth. Build a productive team through hiring, training, and performance evaluation. Uphold the agency's reputation and brand image, and monitor performance against goals using data for decision-making and improvements.

Collaborate with the team to create innovative advertising concepts that align with client objectives and brand. Supervise the creative process, ensuring timely, budget-conscious project execution with high-quality standards.

Leading: Graphic Design, Web Development, Copy Writers

## The Clear Agency

October 2012 - March 2014

### Art Director

1 yr 6mos

Develop creative concepts for advertising campaigns. Translate marketing objectives into creative strategies. Selecting campaign layout, color palette, typography, and photographic style. Work close with copywriters, designers, photographers, and web developers. They provide guidance and feedback to ensure the visuals align with the copy and meet the creative brief. Present and sell creative concepts to clients. Communicate their ideas effectively and handle any client feedback or revisions. Oversee the creative process from concept to execution, ensuring projects are completed on time and within budget. They review and approve all creative materials before they are presented to clients or go to production. Stay up-to-date with the latest design trends and technologies.

Leading: Graphic Design, Web Development