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|  | |  | | --- | | Jessica Day    jessicarday.com Brand Content Marketing Manager |   Career Objective      Results-oriented executive with 12.5+ years of experience building and scaling growth-stage initiatives. Aiming to expand my impact in customer marketing and content creation to create a flourishing, multichannel brand advocacy program.  Experience      **Chief Marketing Officer**  IdeaScale, Berkeley, CA / Mar 2018 - Present   * Led IdeaScale from a bootstrapped US-centric SaaS start-up to a global platform with 4.5 million end users with over 300% growth in seven years. * Led and executed three full brand redesigns from stakeholder interviews to the conversion of all online and offline assets. * Pivoted the company to a fully remote model during the COVID-19 pandemic and was able to cut costs by 15% and still grow the business by 15%. * Orchestrated a multi-channel content strategy that led to best-in-class domain authority of 68 or higher with most competitors trailing by 10 points or more.     **VP of Marketing**  IdeaScale, Berkeley, CA / Apr 2015 - Mar 2018   * Created an inbound marketing program that generates 95% of all new business inquiries based on current customer content. 7% of all inbound inquiries convert to closed won new business. * Launched IdeaScale's user conference (now in its seventh year): Open Nation. This customer retention strategy has improved renewal rates by as much as 10%. * Partnered with sales to create a new inbound and outbound pitch approach which improved win rates by 15% * Created and maintained a library of more than 150 customer marketing assets which exceed all other competitor libraries by a factor of two.     **Customer Marketing Manager**  IdeaScale, Berkeley, CA / Jul 2012 - Apr 2015   * Launched and produced IdeaScale's podcast which features innovation leaders from top brands such as NASA, Yamaha, Clorox, Graybar, and many others. Currently rated at five stars on Apple Podcasts. * Designed IdeaScale's bespoke, automated brand advocacy program from the ground up which identifies, activates, tracks, and rewards all brand advocacy activities. Has increased customer content volume by 25%. * Designed IdeaScale's IM Awards in order to celebrate top-performing customer strategies and generate press interest in IdeaScale. This has contributed as much as a 10% increase in referral traffic.     **Marketing and Brand Coordinator**  Ascentium, Redmond, WA / Dec 2008 - Apr 2011   * Coordinator for all corporate event participation including budget, decoration, messaging, and customer invitations. Events generated up to 500 leads. * Wrote copy for Ascentium online and offline communications including case studies, web copy, portfolio book content, and more. * Launched and managed a library of marketing assets available to all Ascentium employees. This resulted in approximately 500 hours of time savings.     **Marketing Coordinator**  Knee Deep Marketing, Redmond, WA / Aug 2007 - Dec 2008   * Coordinated parties, large-scale conferences, and events including Marketing Connections and Microsoft's Who Are You campaign which resulted in over 1,000 registered attendees. * Responsible for all copy-writing of various technical and creative projects for clients including Microsoft, TubePulse, and Penton Media.     **Amazon Reader**  Amazon, Seattle, WA / Sep 2007 - Dec 2007   * Independent reader and editor for the Amazon Breakthrough Novel Awards, responsible for reading and evaluating up to 100 novel excerpts per week * Tracked results and presented opinions to Amazon and Penguin editors who refined selection to the ten finalist Amazon Breakthrough Novel Award winners. |  |  | |  |  | | --- | --- | |  | day.jessica.r@gmail.com | |  | (603) 702-1187 | |  | 2783 Illinois St. , Napa, CA, 94558 |   Education      **University of Washington**  **Seattle, WA**  Master of Fine Arts (MFA) Creative Writing (Jun 2007)  *Awards & Honors*   * Mary Rouvelas Fiction Award     **Allegheny College**  **Meadville, PA**  Bachelor of Arts (B.A.) English (Jun 2005)  *Relevant Coursework*   * Double Minor: Communication Arts, Psychology   *Awards & Honors*   * Alden Scholar: recognition for academic excellence throughout four years. * Cornerstone Award: recognition for outstanding involvement and contribution to the campus community * Leadership through Artistic Achievement: Recognition for campus contributions through artistic methods.   Additional Skills    Fluency in marketing automation software (Pardot) and customer relationship management software (Salesforce)  Experience with G2Crowd and Capterra review programs  Experience with podcasting solutions: Buzzsprout, Spotify, Apple podcasts, etc.  Conducting customer research with survey solutions: QuestionPro, Qualtrics, Typeform, etc.  Proficient in Wordpress, Wix, SquareSpace content management, SCRUM, iOS and Windows operating systems and office suites, Adobe office suite, and Google for Work  Articulate in creative prose and technical/professional writing.  Certifications    PPC Master Certification, Market Motive  SEO Master Certification, Market Motive  Innovation Associate Certification, Global Innovation Management Institute  Interests    Climate Reality Leader, Climate Reality Project  Digital Marketing, Napa Climate NOW!  Co-Founder, Albany Climate Action Coalition |  |

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