

JESSICA DAY

BRAND ADVOCACY MANAGER

CAREER OBJECTIVE

Results-oriented professional with 12.5+ years of experience and a proven knowledge of search engine optimization, brand management, and customer loyalty. Aiming to leverage my skills in relationship management and content creation to lead a flourishing, multichannel brand advocacy program.

EXPERIENCE

CHIEF MARKETING OFFICER

IdeaScale, Berkeley, CA / Jul 2012 - Present

- Led IdeaScale from a US-centric SaaS start-up to a global platform with 4.5 million end users.
- Created an inbound marketing program that generates 95% of all new business inquiries based on current customer content.
- Launched IdeaScale's user conference (now in its seventh year): Open Nation. Attendees at Open Nation are 10% more likely to renew than non-attending customers.
- Produced IdeaScale's podcast which features a customer interview podcast with innovation leaders from top brands such as NASA, JR Simplot, Yamaha, Graybar, and many others.
- Designed IdeaScale's bespoke, automated brand advocacy program from the ground up which identifies, activates, tracks, and rewards all brand advocacy activities.
- Designed IdeaScale's IM Awards in order to celebrate top-performing customer strategies and generate press interest in IdeaScale.
- Maintained a library of more than 150 customer marketing assets which exceed all other competitor libraries by a factor of two.
- Launched numerous other brand advocacy programs, including G2Crowd, FeaturedCustomer reports, and more.

MARKETING AND BRAND COORDINATOR

Ascentium, Redmond, WA / Dec 2008 - Apr 2011

- Writing copy for Ascentium online and offline communications including case studies, web copy, portfolio book content, and more.
- Coordinator for all corporate event participation including budget, decoration, messaging, and customer invitations.
- Launched and managed a library of marketing assets available to all Ascentium employees

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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 through participation in the Laramie Project

ADDITIONAL SKILLS

Fluency in marketing automation software (Pardot) and customer relationship management software (Salesforce)

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 sponsorships
- Responsible for all copy-writing of various technical and creative projects for clients including Microsoft, TubePulse, and Penton Media.
- Managed industry research and presentations for Knee Deep clients as part of both competitive and informational analysis.
- Tracked expenses and managed library of Knee Deep resources including Powerpoint presentations, customer testimonials, and all creative assets.

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
- Tracking results and presenting opinions to Amazon and Penguin editors

REFERENCES

References available upon request

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

Climate Reality Leader, Climate Reality Project