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Marketing Director

**Visionary brand advocate, who transforms brand identity and marketing strategy in full alignment with commercial objectives.**

Ambitious, entrepreneurial and dynamic professional, with significant experience in the strategic leadership of world-class marketing solutions, data analytics, unique branding strategies, and digital development programs. Vast expertise in leadership roles across complex and competitive industries, including top-tier companies in the technology sector. Expert presenter, negotiator, and businessperson; able to forge solid relationships with clients and build consensus across multiple organizational levels. Regarded as a strong and supportive leader, who empowers teams to exceed challenging objectives.

Areas of Expertise

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| * Campaign Management
* Strategic Planning & Analysis
* Budgeting & Cost Control
 | * Digital Marketing
* Brand Development
* Client Relations
 | * Project / Program Management
* Waterfall / Kanban Methodologies
* Motivational Leadership
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Accomplishments

* Proven success in global marketing campaign management, B2B SaaS, strategic communications, digital and growth development, client acquisition and retention.
* Focused on continual improvement and best practice via ongoing monitoring and evaluation, while providing quality, evidence-based intelligence to build journeys and boost client acquisition rates.
* Cultivates collaborative relationships with clients and key stakeholders, while concurrently establishing top-performing teams who consistently exceed expectations.

Career Experience

Senior Director of Marketing, SaaS 2020 – Present

eclincher

Drive rapid business growth and profitability aligned to commercial objectives for a reputable media management company, including oversight of corporate, content, and product marketing efforts for SaaS. Devise high impact marketing strategies and boost brand presence, while optimizing digital capabilities to enhance the product portfolio. Collaborate with multidisciplinary teams on client acquisition and retention. Directed process improvement initiatives focused on increasing sales, brand positioning and purchase intent. Recruit, lead and advance remote marketing teams, with four direct reports.

* Boosted bottom-line revenue by 25% and annual income by $1M during the COVID-19 pandemic, following deployment of high-impact advertisements ranked in the 90th percentile in the industry.
* Conceptualized and deployed a robust organic content strategy that increased traffic by 36% in one quarter, involving guest bloggers, affiliate programs, SEO agencies, collaborations, partnerships, and events.
* Revitalized the company website following only two weeks in post and achieved first page Google rankings via the creation, editing and design of an engaging, high quality marketing blog.
* Networked and established positive relationships with key decision-makers in addition to establishing the first-ever company academy to support onboarding of new end-users.

National Digital Marketing & Social Strategist 2019 – 2020

Hunt Military Communities

Spearheaded vision, strategy, and execution of digital marketing and social media activities/content on behalf of a premier housing developer, with 52K homes and 180K residents based across 49 military locations in the US. Established strong stakeholder relationships and collaborated with sales and marketing teams to support the deployment of multi-channel strategies. Orchestrated the development of a digital-driven culture across the organization via thought leadership, performance monitoring and development of digital capabilities, including SEO, PPC, and Google Analytics.

* Transformed company-wide marketing strategies, including the launch of a social media marketing plan for 40+ teams that centralized social media management, increased review ratings and enhanced the client experience.
* Won the Helping Hand award from onsite teams for the social media marketing initiative, working collaboratively with executive leadership and internal teams to improve communication, synergy and work-life balance.
* Enhanced company reputation ranking from one to 3.5 stars via leadership of a critical reputation management program that increased client satisfaction, improved housing and customer service response times.
* Established a new review management tool (Reputation) and response strategy, facilitating ongoing monitoring of reputation on social channels and guaranteeing professional response within 24 hours via external providers.

Regional Marketing & Communications Manager 2014 – 2019

Atlantic Marine Corps. Communities (AMCC) / Winn Companies

Accountable for the strategic leadership of marketing, advertising and communications activities for a leading property management and development company. Conceptualized and deployed tactical media and PR plans aligned to business objectives following detailed trend and market analysis. Created high quality press releases, newsletters, targeted emails, commercials, social media, website, and digital content. Exercise robust budget management and control (Budget $2M for eight locations, across four states). Led and motivated the team toward the achievement of objectives.

* Drove increases in occupancy rate, rising from 78% to 96% during tenure via the implementation of targeted digital marketing and traffic generation strategies.
* Project managed the design and implementation of new CRM processes which increased client satisfaction by 34%.
* Won awards for outstanding performance, including the Winners Circle Honoree, Marketing and Leasing Leadership awards, Employee of the Quarter and the Marketing / Communications Mentor award.

Project Manager 2014

Centerline Digital

Directed and delivered a portfolio of digital projects valued up to $2M, with clients including Fortune 100 companies such as IBM, GE and Quintiles Pharmaceuticals. Devised and deployed robust digital, content and social media strategies in line with short- and long-term objectives. Oversaw full project lifecycle management, from the initial design, planning and budgeting stages through to workflow scheduling, resource management and quality control. Acted as focal point of contact to clients to meet and exceed expectations. Led, trained and mentored the project management team, with three direct reports.

* Delivered a complex website development project for a blue-chip Pharmaceutical company ahead of schedule, in budget and to exacting specifications - involving 1K pages and launched within a two-month period.

Additional Experience

Trade Show & Event Marketing Consultant, Skyline Exhibits & Events, 2012 - 2014

Key Account Manager, C.H. Robinson Worldwide Inc, 2004 - 2012

Education

Bachelor of Arts, Sports Management, Minor in Business Management

*Awards: Magna Cum Laude; Rho Phi Lambda Honors Fraternity*

North Carolina State University, Raleigh, NC

Affiliations

GWU School of Business Digital Marketing Program, Advisory Panel Board Member

American Marketing Association, Member

Technical Skills

Google Workspace & Analytics | MS Office Suite | Pipedrive | Sharpspring | HubSpot | Active Campaign | Constant Contact Mailchimp | WordPress | Asana | Trello | Slack | Skype | Crisp | Intercom | eclincher | Hootsuire | Later | Loom | Sprout Social | Creator Studio | Buzzsumo | Salesforce | Canva Pro | InVideo | Promo | Vimeo | Vidyard | Descript | Demio

Cloudinary | Typeform | Survey Monkey | Suvicate | CrazyEgg | Hotjar