

# Jennifer Anne Guidry

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## CAREER SUMMARY

- Transformational Marketing Executive with a background in traditional and digital marketing, content creation, and sales expertise, focused on leading teams to increase productivity and accelerate performance while bridging the gap between departments to drive alignment across all functions
- Enabled key scalability, market penetration, and customer satisfaction strategies through targeted marketing and sales initiatives, including a 15% growth in online conversion rates (to 87%) and going from 2K to 20K samples shipped per month
- Formulated impactful marketing strategies, elevating brand presence and optimizing digital capabilities to enhance the product portfolio, resulting in increased client acquisition and retention rates, enabling one client to increase annual income by \$1M
- Managed and developed remote marketing teams during the pandemic, effectively mentoring 4 direct reports to achieve professional advancement, with all marketing efforts enabling a 25% growth despite significant pandemic headwinds
- Innovated and executed an organic content strategy, yielding a remarkable 36% surge in website traffic within a single quarter, involving guest bloggers, affiliate programs, SEO agencies, collaborations, partnerships, and events
- Achieved a remarkable increase in occupancy rates, going from 78% to 96%, by implementing targeted digital marketing and traffic generation strategies based on data-driven insights, ensuring continual growth and optimization

## CORE COMPETENCIES

- Digital Marketing
- Executive Strategy
- Organizational Alignment
- Market Penetration
- Brand Value/Perception
- Process Development
- KPIs/Metrics
- Relationship Development
- Targeted Growth Initiatives
- Cross-Functional Collaboration
- Marketing Team Oversight
- Budget Oversight
- Organic Content Strategies
- End-To-End Project Management
- Executive Trust & Buy-In

## PROFESSIONAL WORK EXPERIENCE

### STEWARD + HELM

#### Director of Marketing

2024 – Present

- **Achieved \$17k in annual contract savings by negotiating and implementing new portfolio-wide solution** to monitor reviews, streamline and centralize social media marketing, manage Google Business Profile listings, and spearhead resident and employee surveys with the goal of improving resident retention and brand reputation.
- **Revamped organic SEO, paid SEM, and guerilla outreach marketing strategies**, significantly reducing the cost to acquire quality leads by 27% in just 3 months for Class A, B, and C properties, and increasing organic leads over 200%.
- **Transformed the brand's cultural DNA** by championing the brand voice through exemplary copywriting and content marketing initiatives. Spearheaded podcasts, webinars, collaborations, and partnerships with brand ambassadors to infuse the guiding lights, brand promise, and mission into site teams. Ensured a cohesive and powerful brand voice across all online and print collateral, blogs, press releases, and internal communication assets.
- **Spearheaded collaboration with graphic design and site teams to create impactful on-site marketing collateral**, including all digital ads, graphics, and digital marketing assets.
- **Strategized all future state growth marketing plans** to ensure a phased growth approach for each rental community with all facets of real estate goals of business, stretch goals of the brand, focused on brand awareness, ROI, CX, marketing, operations, maintenance, and renovations.
- **Lead two departments under Marketing** to include CX and graphic design in addition to Marketing function and championed brand consistency through site trainings, audit, compliance, and culture building across 47 sites.

### DESERT HARVEST

#### Director of Sales and Marketing

2022 – 2023

- **Quickly integrated with multiple cross-functional teams**, identifying large gaps and massive opportunities to orchestrate an impressive alignment and harmonization strategy, exploiting synergies and creating a solid foundation for future growth
- **Enabled key scalability, market penetration, and customer satisfaction strategies through targeted marketing and sales initiatives**, including a 15% growth in online conversion rates (to 87%) and going from 2K to 20K samples shipped per month
- **Leveraged industry events and trade shows to get products in front of doctors and other individuals**, revitalizing key business relationships and communication channels to drive ROI growth, doubling trade show presence to 20+ events per year
- **Nurtured and grew key relationships through trade shows and other initiatives**, including the sample program, expanding market reach by 25% globally and reinvigorating deteriorated relationships through strategy alignment and process redesign

- **Engaged in multiple strategy creation/revision initiatives, enabling a 30% increase in team productivity, increasing revenue by 4%** despite significant headwinds, and optimizing brand reach through A+ content generation, driving growth and brand value
- **Leveraged data-driven decision-making** across the entire strategy and marketing chain to support effective outcomes

## **ECLINCHER**

### **Senior Director of Marketing**

**2020 – 2022**

- **Spearheaded rapid business growth and profitability alignment for a respected social media management company**, overseeing corporate content, user-generated content, and product marketing strategies for SaaS solutions
- **Formulated impactful marketing strategies**, elevating brand presence and optimizing digital capabilities to enhance the product portfolio, resulting in increased client acquisition and retention rates, enabling one client to increase annual income by \$1M
- **Managed and developed remote marketing teams during the pandemic**, effectively mentoring 4 direct reports to achieve professional advancement, with all marketing efforts enabling a 25% growth despite significant pandemic headwinds
- **Innovated and executed an organic content strategy**, yielding a remarkable 36% surge in website traffic within a single quarter, involving guest bloggers, affiliate programs, SEO agencies, collaborations, partnerships, and events
- **Revamped the company website in first two-week timeframe of employment**, securing first-page Google rankings through the creation, editing, and design of an engaging, high-quality marketing blog
- **Established meaningful connections with key stakeholders and pioneered the company's inaugural academy** with over 36 videos within a week, streamlining new end-user onboarding processes

## **HUNT MILITARY COMMUNITIES**

### **National Digital Marketing and Social Strategist**

**2019 – 2020**

- **Led the strategic vision and execution of digital marketing and social media activities** for a premier housing developer, spanning 52K homes and 180K residents across 49 US military locations
- **Cultivated strong stakeholder relationships**, collaborating closely with sales and marketing teams to deploy multi-channel strategies that amplified company-wide performance to ensure resiliency, growth, and adaptability
- **Fostered a digital-driven culture** by championing thought leadership, performance tracking, and the development of digital capabilities, including SEO, PPC, and Google Analytics
- **Transformed company-wide marketing with the introduction of a social media marketing plan for 40+ teams**, centralizing management and elevating review ratings to enhance client experiences
- **Earned the Helping Hand award from on-site teams** for spearheading the social media marketing initiative, fostering better communication, synergy, and work-life balance across the organization
- **Elevated company reputation rankings from one to 3.5 stars** through the leadership of a pivotal reputation management program, driving heightened client satisfaction, improved housing, and enhanced customer service responsiveness
- **Introduced a new review management tool (Reputation) and response strategy**, enabling continuous reputation monitoring on social platforms and ensuring professional responses within 24 hours via external providers
- **Spearheaded role-model leadership, open-door communication, and other factors to forge alignment** with the development of strategies and policies, with many initiatives still in place/operating today

## **ATLANTIC MARINE CORPS COMMUNITIES/WINN COMPANIES**

### **Regional Marketing and Communications Manager**

**2014 – 2019**

- **Provided strategic leadership for marketing, advertising, and communications** for a prominent property management and development company, ensuring consistency, growth, and market presence
- **Developed and executed effective media and PR plans** grounded in comprehensive market analyses and data-driven insights to align with business goals, maintaining brand value and continual strategy alignment
- **Generated high-quality content across various platforms**, including press releases, newsletters, emails, commercials, social media, and website, maintaining a consistent brand image across all verticals and formats
- **Demonstrated strong budget management skills, overseeing a \$2M budget** across eight locations spanning four states
- **Achieved a remarkable increase in occupancy rates, going from 78% to 97%**, by implementing targeted digital marketing and traffic generation strategies based on data-driven insights, ensuring continual growth and optimization
- **Recognized with awards for exceptional performance, including the Winners Circle Honoree, Marketing and Leasing Leadership awards, Employee of the Quarter, and the Marketing/Communications Mentor award**
- **Revolutionized various functions throughout the company**, working cross-collaboratively across various departments and verticals to fix broken practices and forge alignment across strategies to maintain harmonization between marketing and product
- **Staged a transformation to support other teams** with improving housing and enable improved customer satisfaction
- **Leveraged evidence-based insights and quantitative metrics/projections** to secure trust and buy-in from key stakeholders, fostering a culture of improvement and focus on customer satisfaction to support marketing initiatives and outcomes

## EDUCATION & CERTIFICATION

**North Carolina State University – Bachelor of Arts in Sports Management, Minor in Business Management**

## TOOLS

**Google Workspace | Microsoft Office/365 | Pipedrive | Sharpspring | HubSpot | Mailchimp  
Active Campaign | Constant Contact | WordPress | Asana | Trello | Slack | Crisp | Intercom  
eclincher | Hootsuite | Later | Loom | Sprout Social | Creator Studio | Buzzsumo | Salesforce  
Canva Pro | InVideo | Promo | Vimeo | Vidyard | Descript | Demio | Cloudinary | Typeform  
Survey Monkey | Survicate | CrazyEgg | Hotjar | Marketmuse | Wix | AHREFS  
Jarvis.AI | PowerBI | Yardi | Teams | Adobe Creative Suite**