

# Resume - Renee Jones

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Profile: [www.linkedin.com/in/reneejones](http://www.linkedin.com/in/reneejones) (includes work samples and video interviews)

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## PROFILE

Seasoned integrated marketing professional with global Enterprise expertise in demand generation marketing strategy, execution, and analytics, achieving success in building awareness, leads, revenue, and loyalty in support of sales and business goals. History of success within large global organizations and small start-ups by working collaboratively with cross-functional teams to ensure goals were met. Well-rounded experience developed from working within an advertising agency and with client-side organizations with a thorough understanding of stakeholder requirements to produce engaging, successful, and results-driven marketing strategies.

*Highly Skilled in:*

- Digital Marketing
  - Demand/Lead Generation
  - Customer Success/Lifecycle
  - Inbound/Outbound Marketing
  - Content Development/Marketing
  - SEO/SEM: PPC, CPC, CPA, CPL
  - Growth Marketing
  - Events/Tradeshows/Conferences
  - Social Media
  - CRM / Marketing Automation
  - Sales Enablement/Go-to-Market
  - Communications: PR/AR
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## ACHIEVEMENTS

- Built and managed budgets from \$220k to \$9MM for global, integrated demand gen programs that drove 53% increase in MQLs and increased profit margins by 30%
- Created customer communication programs that increased case study development and sales renewal opportunities by 25% within two quarters.
- Increased SALs delivered to sales by 40% through collaborative ABM, targeted lead gen and optimized lead scoring process.
- Produced, published executive thought-leadership book driving 38% increase in MQLs, 75% became SALs, driving over \$10M in revenue from this single campaign lead source - within seven months.
- Developed, executed integrated PR and social strategy that raised our competitive Share of Voice (SOV) by 25%
- Created advertising/marketing programs that increased CTRs from 0.08% to 0.61% in less than six months.
- Collaborated with web team to refresh content, UX, and design of site resulting in 25% increase in deeper site engagement and 40% higher lead form conversions
- Developed and implemented social programs & event strategy (webinar and tradeshows) that resulted in a 35% increase in new customer acquisitions
- Ability to successfully lead and develop teams of all types, ranging in size from two to 65, working locally and remotely, and agencies (PR, AR, and advertising)
- Successfully created and negotiated partner programs that resulted in increased revenues from \$350,000 to over \$1.3 million in less than one year
- Strategic background, strong project management skills and cross-functional communications resulted in successful execution of programs and long-term marketing campaigns and events
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## **EXPERIENCE**

**Sr. Director, Global Marketing (Content Marketing & Demand Gen) Mar. '17 - Current**

BrightTALK (Industry: Content Publishing & Lead Gen platform)

Lead global marketing team to develop content marketing strategies and execute programs to drive demand and influence pipeline for acquisition and growth sales teams. Activities included PR, AR, content/asset development, events/tradeshows, display advertising, SEM, email marketing, customer communications [launch customer reference program, create case studies], sales enablement.

**Sr. Director, Cloud Marketing (Digital Strategy & Demand Gen) Aug. '16 – Mar '17**

Oracle (Industry: Big Data + Business Analytics product lines)

Reporting to VP of North America Marketing, managing a team responsible for integrated marketing activities to support Field Sales initiatives. I oversee the development and execution of integrated marketing plans for North America region that combine events, online, digital marketing, influencer relations and other marketing tactics to generate awareness and build pipeline for the relevant solutions in the Data + Analytics space.

*Reason for leaving: Reduction in marketing investments for my product lines to support the combined PaaS+SaaS business strategy*

**Sr. Director, Corporate Marketing & Demand Generation May '14 – July '16**

CollabNet (Industry: Open Source, SaaS, Enterprise Cloud Development Platform)

Responsible for all aspects related to driving brand awareness and demand, including analyst relations, PR, web communications plan, corporate events, marketing programs for lead generation and customer renewals, and increasing brand's share of voice through thought-leadership content and social activities

*Reason for leaving: Restructuring of business model and revenue goals diminished need for multiple marketing leaders in dept.*

**Sr. Director, Global Marketing Jan. '13 – Apr. '14**

**Terracotta (Industry: SaaS, Enterprise Software IMDM/Big Data)**

Reporting to CMO, responsible for building and leading a growing marketing group to develop/execute integrated global strategies to support awareness, leads, customer engagement and renewal goals. Using cross-functional and channel expertise around digital marketing, content development, product marketing, brand development, demand generation, advertising, events, and metrics. Effectively built process and enhanced operations to help increase department productivity, brand awareness, and credibility within the industry.

*Reason for leaving: SoftwareAG purchased company, turned into a Product and Engineering division only, Marketing based in VA.*

**Director, Global Integrated Advertising & Product Marketing**

**Sybase (Industry: Enterprise, Business Intelligence/Big Data) Jan. '10 – Dec. '12**

Working with corporate marketing, responsible for optimizing a multi million-dollar budget to develop and execute integrated marketing strategies to drive awareness/ qualified leads to support sales goals for the Capital Markets and BI /Analytics verticals. Collaborated with internal/external teams to develop thought-leadership content, ad messaging, solution partner programs, customer loyalty/renewal programs, media partnerships, etc to reach goals.

*Reason for leaving: SAP purchased Sybase – all marketing roles in Dublin, transitioned to NY SAP teams*

**Founder/Owner June '07 – Current**

**RJ Events + Marketing Consulting L.L.P (Industries: Big Data, Analytics, Media, SaaS categories)**

Launched my own on-going independent consulting firm focused on integrated demand generation strategies, often serving as de-facto in-house marketing lead or team member, collaborating with internal stakeholders to develop marketing plans and programs, while also executing and providing analytics and ROI results. Engagements are a mix of short and long-term advisory and/or executional projects for Clients that included:

**Fora.tv (Industry: Social Enterprise Online Media)**

Responsible for new partner acquisition to increase intelligent, subscription-based online video content from conferences for website. Handle partner presentations, contract negotiations and fulfillment. Implement integrated marketing strategies to drive viewer demand and engagement, and revenue on conference partner channels.

**Cornerstone OnDemand (Industry: Cloud Computing/Enterprise SaaS)**

Collaborating with corporate marketing executives to create brand messaging and collateral to support the launch of their new CyberU division.

**ShoZu.com (Industry: Mobile Products/Services)**

Developed brand strategy, advertising and marketing campaigns to drive awareness and demand, sales/product collateral, web content, conference participation strategy and managed speaking engagements. Created customer acquisition programs that included email marketing and viral video strategies.

**CrossLoop (Industry: Social Enterprise Online Services)**

Developed brand messaging using audience research data, email strategy to encourage retention of existing users and secure co-branding partnerships, and SEM campaigns to increase demand and acquisition, resulting in overall customer growth by 35%. Strategies improved website UX and content for enhanced SEO and acquisition increased, consistently, from 4% to over 20%.

**Doremus Advertising (Industry: Ad Agency for HP Cloud Launch)**

Role is acting Account Director to drive HP's Cloud division's integrated demand generation launch. Providing strategic and creative input around their demand gen and acquisition strategies and marketing operations systems to support their campaign launch.

**Charles Schwab Institutional (Industry: Financial Services/Management)**

Contracted to collaborate with product divisions to evaluate and recommend online and offline marketing solutions to support their product and service goals. Responsible for developing marketing programs and events, to help increase revenue and awareness among their existing and potential clients and partners.

**Sr. Manager, Industry and Product Marketing**

**Apr. '05 – June '07**

**CNET Networks (Industry: Digital Media and Entertainment)**

Responsible for updating brand messaging, collateral and creating targeted advertising programs to strengthen relationships among industry clients in the consumer, financial services, and enterprise space like Best Buy, Sony, American Express. Collaborated with internal sales & product teams to identify and execute product marketing opportunities to increase user engagement and uploads, site usage and ad revenue. Created and oversaw budget, strategy and roadmap for presence at yearly CEA tradeshow, CES.

*Reason for leaving: Downsizing and re-org of organization due to CBSi acquisition*

**Sr. Marketing Program Manager/Account Supervisor**

**Oct. '01 – Sept. '05**

**Pizzazz Events & Marketing Consulting (Industry: Event Marketing and Consulting)**

Created multi-channel marketing programs (direct, online, sponsorships, and conferences/tradeshows/events) for B2B and B2C client brands such as Bank of America, Adobe, Applied Materials, Cisco Systems, Allstate. In this role, developed promotional and lead generating campaigns while negotiating profitable partnerships with major corporations and community organizations. In addition, responsible for pre/post show strategy and analytics to ensure ROI. (sponsor programs include: NAACP, Safe Kids Coalition, 100 Black Men of America) and universities (Howard University, Moorehouse, Florida A&M, Atlanta Football Classic).

*Reason for leaving: CEO retired and closed her consulting business*

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**EDUCATION**

BS, Marketing University of Phoenix – Northern California Ground Campus

Recommendations available via LinkedIn Profile: [www.linkedin.com/in/reneejones](http://www.linkedin.com/in/reneejones)