


JENNY AYRES

 [linkedin.com/in/jennyayres](https://www.linkedin.com/in/jennyayres)
More info at rivertownsmarketing.com
jen.p.ayres@gmail.com

ACHIEVEMENTS

Awarded "Excellence Award" for best marketing campaign across Americas
Ringing closing bell at NASDAQ and Times Square billboard advertising
Featured on George Takei Presents
Team won "Most Media Mentions" award from Fortune 500 co., SunGard
Pragmatic Marketing Certified

TECH / DIGITAL

Google Analytics and Ads
CRMs (Salesforce, Insightly and Hubspot)
CMS (WIX, SquareSpace)
Design (Photoshop and Creative Direction)
SMB Automation (Mailchimp, Constant Contact)
Adobe Acrobat
PC and MAC skilled

EDUCATION

East Carolina University, MBA
1997-1999

East Carolina University, BA
Track & Field
1993-1997

VOLUNTEER

Boys and Girls Club, New Jersey United Way Business Volunteer Committee and the New York City Ballet Business Volunteer Committee

PROFILE

Driven marketing professional with 15 years of experience in the B2B fintech space. Consistently delivering positive ROMI and conversion rates while positioning brands as *the* leader in the respective industries. Analytical driven with excellent planning, communication, budget and relationship management skills.

Looking for a SaaS-based company with a distributed team that is fun, forward-thinking and growing.

EXPERIENCE

VP, MARKETING (REMOTE)

SUNGARD, NEW YORK

In charge of SunGard's Global Trading marketing across Americas and EMEA, with budget responsibility of \$1.6MM. Average 10% & 18% conversion rates for MQL to SQL and SQL to deals won respectively.

- In charge of annual marketing strategies, activities and KPIs for 5 business lines representing \$450MM in revenue, leading a team of twelve.
- Scaled marketing team and operations with a focus on editorial and thought leadership assets by consolidating marketing channels while increasing product experts. This created content and operational efficiencies along the customer journey via one voice, tailored by region and buyer persona.
- Rebranded \$60M revenue business under one global umbrella brand to drive awareness, increase cross-selling (15%) and simplify the selling process. Activities included research, win/loss analysis, product mapping, positioning and messaging. Execution activities included internal communications, editorial content, SEM campaign, SEO, social media, press/analyst relations and global events.
- Supported customer retention with webinars, proprietary conferences/events, co-sponsorships and a new customer loyalty program.
- Managed internal and external relationships for asset development, including videos, podcasts, blogs, analyst-hosted webinars and speaking engagements.
- Improved word of mouth marketing by reinventing the Customer Experience Program by integrating it into the sales process, resulting in a 10-fold participation increase with video testimonials.
- Executed ~10 product launches and software enhancements annually with coordinated press, content, events, online resources, demos and cross-selling educational efforts.

MARKETING CONSULTANT(REMOTE)

B2C & B2B SPACE, PERFORMING ARTS & FINANCIAL INDUSTRIES

- Planned and executed marketing activities to 5 key target audiences, analyzed metrics and revised for continuous improvements: Increased MQLs by 40%, SQLs by 28% and closed/won deals by 15% '18-'19.
- Designed marketing collateral, email communications, A/B testing and web assets.
- Communicated via blogs, social media outreach, online, ad campaigns and press releases for events such as '19 Grammy nomination, various business awards and market entry into new US cities.
- Produced two new websites along with SEO efforts: Site performance, page optimization, competitive analysis, content and keyword strategies, backlinks, and social media engagement, resulting in an average position increase of 44%, YOY organic traffic increase of 111% and 2% CTR (organic and paid). Implemented first CRM to better target prospects with customized messaging and enhanced marketing automation.

MARKETING PRODUCT MANAGER & VICE CHAIR OF NATIONAL MARKETING COMMITTEE)

THE CLEARING HOUSE, NEW YORK

- Assisted with marketing activities to support a \$1.4MM marketing budget; activities included promotional campaigns, business case development, demos, webinars and copy editing.
- Represented company on four industry-wide committees and served as Vice Chair of \$1MM National Marketing Campaign. Tactics included radio news releases, matte releases, video news releases, street interviews, national online and print ads, outdoor advertising (Times Square billboard), PR initiatives (resulting in CNN spot), B2B and B2C research and white labeled marketing kits; reached 395M+ consumers and increased industry-wide volume by 6%.