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Portfolio: www.rivertownsmarketing.com

(Password: marketing2020)

Hello Hippo Education!

I'm excited to see this opportunity for a Marketing Director at Hippo Education! Let's jump in.

My entire career has been in marketing. Why? I love the creativity and the inherent challenge to make anything noteworthy, engaging and ultimately converting. Currently, I work at Taxjar, a remote-based SaaS company founded in 2012, leading marketing efforts for content strategy, campaign execution, SEO, thought leadership, events, social media and branding.



View samples at
rivertownsmarketing.com (Password: marketing2020)

You'll find my prior marketing experience on my resume and can view my portfolio at rivertownsmarketing.com (password: marketing2020). But if you really want to understand what drives me, continue on.

I am motivated by that feeling of achievement. Be it disrupting a market or taking on a new project or subject, I am not scared to fail. In fact, one of the largest software launches I was responsible for had its fair share of mistakes (don't worry, it was a success in the end). Trial and error until you find that sweet spot is the heart and soul of what makes me tick; I thrive in creative environments with a team that values data-driven results.

This attitude has allowed me to execute successful product launches for Fortune 500 companies, as well as for one of the fastest growing start-ups today. Together we achieved awards and executed successful launches and events across the globe. I have helped these organizations move upmarket, scale marketing activities, and position content that tells the right story, in the right place at the right time.

A company's values and culture can also be dealbreakers. and while I could not information about your culture online (besides one positive review on glassdoor), you do not have any Google reviews under three stars! Now that is impressive. I would love to learn more about the team and the suite of products and services, as the time to get out the megaphone for Hippo Education is now.

Thanks for your time and I sincerely hope to hear from you soon.

Jenny

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