


JENNY AYRES

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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

TECH / DIGITAL

Analytics & SEO (Google, MOZ, Semrush, Ubersuggests, Heap)
CRMs (Marketo & Insightly)
CMS (Wordpress, SiteCore)
Social Media (Sprout Social)
Design (Photoshop)
PR (Prowly, Muckrack)
Automation (FeedOtter, Mailchimp)
Internal (Airtable, Basecamp, Wrike)

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 B2B experience, possessing a solid mix of marketing strategy, content, SEO, branding, creative direction, social media, PR, communications, and team leadership skills.

Looking for an opportunity in a growth industry with a team that is forward-thinking, transparent, and data-driven.

EXPERIENCE

DIRECTOR OF CORPORATE MARKETING *TAXJAR.COM, REMOTE, 2019-PRESENT*

- Lead a team responsible for organic acquisition (content strategy, website, blog, social media and influencer marketing), branding, email, events, PR and thought leadership
- Reached 87% of new response target, resulting in achieving 211% of the new Professional customer target and 102% of Self-starter customer target in Q2. 1H highlights:
 - Executed first strategic, end-to-end seasonal and vertical marketing campaigns, resulting in a 25% MQL to deal won conversion rate
 - Repositioned Taxjar for the mid-market; new messaging, web pages/nav structure, new collateral, internal training and scaled public relations initiatives
 - Launched and streamlined first customer advocacy program with sales and AMs, resulting in a 6-fold increase of testimonial-based content
 - Increased blog content over 500% by implementing team and agency changes, an editorial management process, SEO tactics, and CTA experiments, resulting in a reversal of traffic decline, a 6% increase in referral traffic and improved keyword rankings
 - Performed first content audit, resulting in an increase of lead gen assets by 200%, customized along the customer journey and nurture paths, resulting in a 23% lead to deal won conversion rate for assets
 - Increased engagement by 87%, clicks by 67% and impressions by 288% on social media channels by scaling content, utilizing data and launching first video series

VP, MARKETING

SUNGARD, NEW YORK (NOW FIDELITY), 2008-2012

- Achieved ~15% and 30% conversion rates for MQLs to deals won respectively by leading a marketing team of 12 within SunGard's Global Trading division across Americas and EMEA
- Created and executed annual strategic marketing plans with budget responsibility of \$1.8MM/yr. for 5 business lines, producing a consistent voice across all marketing channels, including over 25 events annually
- Reduced average sales cycle and complexity in the selling process by launching a \$60M global umbrella brand: product mapping / brand hierarchy, advertising, internal/external messaging, positioning, editorial calendar, PR and launch events
- Increased video testimonials 10-fold by launching a Customer Experience Program with sales, better connecting the brand with the customer voice

OWNER

RIVERTOWNS MARKETING, 2015-2019

- Consulted for a nationwide performing arts organization; increased MQLs by 40%, SQLs by 28% and closed/won deals by 15% in 2018; SEO improvements resulted in an average position increase of 44%, YOY organic traffic increase of 111% and 2% CTR (organic and paid);
- Implemented first CRM to better segment leads with customized messaging
- Developed a brand strategy to position an educational and security organization as a SaaS company

PRODUCT MARKETING MANAGER

THE CLEARING HOUSE, 2001-2007

- Served as Vice Chair of \$1MM National Marketing & Advertising Campaign, reaching 395M+ consumers and increasing industry-wide volume by 6% by building trust in the B2B and B2C spaces; tactics included radio and video news releases, street interviews, national online and print ads, outdoor advertising (Times Square billboard), PR (resulting in CNN spot), research and white labeled assets