

# Jasmine Spiess

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## QUALIFICATION HIGHLIGHTS

- 7+ years' experience working in marketing for technology companies
- Experience developing unique events for the climate technology space
- Content creation and management for both B2B and DTC companies
- Strategic thinker with a passion for brand development
- Ability to familiarize myself with new topics and industries quickly

## MARKETING AND BUSINESS DEVELOPMENT EXPERIENCE

### Events and Marketing Manager

ClimateAi, San Francisco, CA (Remote)

9/22 – 6/24

- Generated \$7.75M in pipeline from events in 2023 on a \$140K events budget (\$1.9M in Q1 2024 pipeline with 50% cuts to the events budget)
- Developed and hosted Climate Change Wine Tastings at World Economic Forum and NY Climate Week, garnering press from NPR, CNBC, and Yahoo News; Created Future of Food events for London Climate Action Week and Salesforce Earth Day Luncheon, featuring high profile Indian government officials.
- Executed 30+ events globally in 2023, with an average of 8 events per quarter and regular webinar attendance averaging 30-50% of registrants.
- Created all product overview video content, from concept to completion and edited all webinar video highlights for social media and sales assets.
- Optimized social media content to align with ABM strategy and SDR campaigns, resulting in an average engagement rate on LinkedIn of 5%.
- Managed social media, email campaigns, and content across channels for 360 surround ABM strategy, ideated and edited blogs with our meteorologist and product teams, and optimized SEO for content on the ClimateAi website.

### Marketing Project Manager

ESW (eShopWorld), New York, NY (Remote/Hybrid)

6/18 – 12/21

- Developed content strategy and unique events, successfully launching a survey of the “Top 25 Global Ecommerce Power Players” to over 10K industry leaders, garnering press from Bloomberg, Yahoo, and WWD. The winners featured executives from Nike, Walmart, and Max Mara.

- Oversaw the branding transition from eShopWorld to ESW, partnering with designers and marketing stakeholders to create new collateral, sales enablement materials, event assets, etc. with a consistent brand aesthetic and voice.
- Project managed and negotiated speaking events and brand presence at events like ShopTalk, World Retail Congress, NRF, and GELF.
- Worked with marketing and sales teams to create and distribute ABM targeted ads for branded content, like books and videos, through paid acquisition campaigns aimed at 70% of our target list, resulting in 50% engagement and above average clickthrough rates of .8% to over 1%.
- Created all ESW product and features video content, from concept to completion through research, ideation, script writing, selecting music, auditioning voiceover artists, and collaborating with the production company to oversee storyboards, direct edits, adhere to budgets and timelines, and track content performance.
- Collaborated on the development of the ABM program with international and domestic revenue operations teams performing a comprehensive analysis of ESW's target market, synthesizing a verticalized targeting approach for 1,500+ accounts, representing \$1.5bn in potential revenue.

### **Marketing Project Manager**

Hollen Inc. Consulting, New York, NY/Miami, FL (Remote)

1/17 – 4/21

- Managed researchers, SME's, and graphic designers to develop a benchmark scoring system for competitive analysis of key differentiators for ZxV (AB InBev) global ecommerce website performance. Presented an L2-style report highlighting strengths, gaps, and strategic growth opportunities to executives.
- Coordinated design teams, freelancers, and executives to optimize website content for SEO. Partnered with a production company to revise the homepage video for M3 Glass, creating the story and overseeing edits.
- Strategized the transition of a B2B jewelry company so it could sell DTC. Content creation and management included creating product names and descriptions, writing website copy, overseeing product photography, partnering with PR team for events and press releases, and collaborating with the SEO team to drive traffic and report to executives on KPI's monthly.
- Familiarized myself with various B2B and DTC industries and topics, from Amazon brand positioning and SEO strategy for Interplay/Playmonster, to change management for technology implementation at Ingersoll Rand.

### **EDUCATION**

American Musical and Dramatic Academy - BA

Content Writing Workshop – Kranz Communications

Content Marketing / Digital Marketing / Social Media Certification – Hubspot

Practical Project Management – Monere Development

WSET Level 2 in Wines