

EXPERIENCE

Customer Marketing Manager | Certify, Inc.

PORTLAND, MAINE | JULY 2017 – PRESENT

- Work cross-functionally with customer success, product management, sales and creative agencies to strategize and develop customer-focused content and campaigns to support business growth and revenue goals
- Measure feature awareness and product usage, using databases to identify ways to optimize customer communication and increase adoption rates across multiple brands and solutions
- Design customer events, surveys, social media campaigns and advocacy programs with the goal of strengthening customer relationships, fueling sales collateral, and supporting the company's customer happiness mission statement
- Track, analyze and report on performance metrics, providing regular updates to internal stakeholders and executives

Marketing Director | Controlled Chaos

PORTLAND, MAINE | DECEMBER 2015 – JULY 2017

- Developed content and messaging to support a full rebrand, including graphic design and product packaging, sales and marketing collateral, web development and copywriting
- Built email marketing campaigns and nurture programs to educate audiences, impact upsells and increase conversions
- Managed digital and social media campaigns for brand awareness, demand generation and customer engagement
- Managed a team of SEO consultants, PR firms and web developers, and an in-house team of part-time creatives

Marketing Coordinator | Certify, Inc.

PORTLAND, MAINE | SEPTEMBER 2014 – APRIL 2016

- Produced marketing content to support demand generation, the sales process, brand awareness and digital campaigns
- Designed visuals for a wide range of marketing initiatives, including trade show booths, webinars, white papers, sales sheets and presentations, infographics and emails
- Managed corporate events in the finance space, including vendor management, booth logistics and design, onsite coordination, and planning pre- and post-show events

JENI BISHOP

Customer-focused marketer with eight years of experience in content development, customer engagement programs, B2B & B2C marketing strategies and event management.

CONTACT

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[linkedin.com/in/jenibishop](https://www.linkedin.com/in/jenibishop)

SKILLS

Developing campaigns and programs to support the customer experience while aligning with business goals

Building brand advocacy through customer-first, empathetic marketing

Designing educational events and user conferences

Managing cross-functional teams, vendors, agencies, freelancers and creatives

SOFTWARE

Salesforce, Pardot, HubSpot, MailChimp, Marketo, SurveyMonkey Enterprise, ActiveCampaign, Clicktools, HootSuite, Shopify, Magento, Drupal, Wix, WordPress, Wrike, Splash, Cvent, Google Analytics, Google AdWords, Adobe Creative Cloud, Microsoft Office Suite, Amazon Vendor Central, Facebook Business Manager

Marketing Manager | Controlled Chaos

PORTLAND, MAINE | APRIL 2012 – SEPTEMBER 2014

- Developed scalable marketing programs and custom B2B marketing content for independent salons and distributors
- Managed ecommerce website, customer service channels, social media marketing campaigns, and PR agencies
- Created customer-facing collateral and managed digital campaigns for lead generation and brand awareness
- Conducted ongoing market research and competitive analysis, reporting directly to the CEO on data and findings
- From 2014-2016, served as a project-based marketing consultant for Controlled Chaos and its partner businesses

Executive Editor | Feather Magazine

REMOTE | JULY 2011 – APRIL 2012

- Produced weekly articles, developed storylines and coached other content creators for an online women's magazine
- Created employee handbooks, messaging and style guides, codes of conduct and editorial calendars prior to the magazine's go-to-market launch
- Managed a remote team of 12 writers and editors who produced original content on a daily basis
- Maintained editorial calendars, vendor relationships, brand messaging and ongoing marketing campaigns

EDUCATION

University of Maine

B.A., Journalism/Advertising
2007 – 2011

Vice President of Lambda Pi
Eta Honor Society

PROFESSIONAL REFERENCES

Ashley Emery | Amazon
ashemery@amazon.com

MORE AVAILABLE UPON REQUEST