

JEN REDDY

CMO, brand marketer, storyteller

Passionate about building a compelling narrative and customer experience across all platforms. Driven by curiosity and customer insight, with a commitment to growth and results.

MANIFEST BOSTON, Boston, MA | President | November 2019 - July 2020

The umbrella brand over HubWeek, launched with the goal of convening and connecting the brightest minds in Boston year round. In partnership with outside creative partners and the HubWeek team, we:

- Created and launched a completely new identity and brand positioning in 8 weeks.
- Developed a comprehensive marketing plan + digital strategy to expand our audience .
- Built a content strategy to tell the stories of Boston across channels, increasing the cadence of our best content to keep our connection strong.
 - Editorial calendar to focus our storytelling (newsletter/social campaigns/thought leadership):
 - 84% increase in click rate
 - 20% growth in email subscribers
 - Increased blog + social posts
 - 2.5x more web visitors and new web visitors
- Pivoted our strategy to virtual when the pandemic became our “new normal” in March of 2020. Our goals remained the same, but the execution would be dramatically different.
 - 25+ [virtual events](#) in 3 months drawing 3,500+ attendees.

HUBWEEK, Boston, MA | Interim CMO | May - November 2019

To celebrate the 5th Anniversary of HubWeek, I was brought in to build greater awareness for the event and curate a cohesive program. As interim CMO, in partnership with the existing marketing and design team, we built a successful “launch” plan to deliver key results:

- Evolved the HubWeek story to give it a fresh, bold narrative
 - Led the redesign effort to evolve every touchpoint of the HubWeek brand to signal a fresh, bold narrative for the event:
 - New logo, website, and PR team
 - Redesign of key content (email templates, social channels) for higher engagement
 - Onsite experience in a new location - The Seaport
- Created key personas in Boston and beyond to drive greater attendance
 - Created a new pricing structure to drive revenue and commitment
 - 149% increase in Festival tickets sold year over year
- Delivered a powerful program to inspire and stoke the doers, dreamers and makers of our city
 - 50+ speakers and experiences to deliver a thought provoking event
 - 78% said speakers were interesting + engaging
 - 84% learned something
 - 181% boost in social interactions
 - 71% left feeling inspired

PERCOLATE, San Francisco, CA | SVP, Marketing | February 2018 - April 2019

Owner of the brand and growth of the leading Content Marketing Platform (CMP) in the category, managing the internal marketing team and agency partners.

- Responsible for brand articulation and activation in the marketplace, across all channels including brand positioning, ICP creation, and content creation.
 - Launched key thought leadership to drive home our narrative: <https://bit.ly/2LwsKg6>.
- Managed the internal demand gen team and a digital strategist to revamp our lead gen.
 - 58% decrease in total spend
 - 50% improvement in lead conversion rate
 - 37% reduction in cost per lead
 - 93% growth in sales opportunities
- Fostered our customer community through a series of content pieces to feed our lead gen and PR:
 - Launched PercUp, a campaign designed to highlight our senior customers who are change agents within their organizations: <https://bit.ly/2P67DGN>.

- Built case studies with key customers to showcase product adoption.
 - Created a customer journey program to reward and interact with net new customers in their first 12 months using our software.
- Launched software upgrade over three months at 3 major events, on our website, and in the press:
 - Collaborated with the PR and PM teams to create collateral, messaging, and narrative to drive awareness and brand separation with analyst announcements, videos, and sales kits.
- Led and collaborated with our internal field team to produce and attend a total of 34 events, driving hundreds of new sales opportunities which contributed to over 30% of the pipeline.

IDEAPAIN, Boston, MA | Chief Marketing Officer | August 2014 – 2017

Architect of the IdeaPaint brand, while simultaneously fueling growth across all channels with a team of internal specialists and agency partners. Responsible for: growing the e-commerce business, product marketing and management, digital advertising, and event strategy.

- Relunched the brand to serve as the foundation for all creative, campaigns, and brand experiences:
 - 40+ pieces of new content to establish thought leadership and generate leads, including customer case studies, product pieces, and "how to" collateral.
 - Forged powerful relationships with key influencers to take the brand to new audiences.
 - Launched the *ThinkTank Anywhere* event experience, which won Best in Show at NeoCon: <https://bit.ly/2RBrNFE>.
- Led the launch of a new website to create brand separation, improve user experience, grow the e-commerce business (+22% YoY), and broaden global presence.
 - Average-order-value increased 40%.
 - Cart abandonment decreased drastically.
 - Expanded reach with IdeaPaint's first global website and e-commerce channel in the U.K.
- Launched a total of 15 new products from top to bottom (brand positioning, product packaging, pricing structure, and promotional strategy)

COMMUNISPACE, Watertown, MA | SVP, Global Marketing | 2008 - June 2014

Brand steward and change agent. From identifying new product and revenue opportunities to leading the design of the new HQ, many hats were worn on the path to exit in 2011 when acquired by Omnicom.

Chief Marketing Officer | 2008-2014

- Responsible for the global marketing plan, focused on elevating company positioning in the marketplace with the objectives: maintain a leadership position in the U.S., U.K., and APAC.
 - Led a brand repositioning with the acquisition of Promise—a leading co-creation company—in 2013, and created an integration strategy to establish Communispace as the leader in consumer collaboration.
 - Supported messaging through the creation of a brand manifesto, high profile media pieces in *Wired*, *Fast Company* and *Forbes*, and unique content.
 - Responsible for all lead generation activities to drive sales and deliver on financial goals.
 - Created lead generation campaigns that delivered over \$8M in new leads in 2013.
 - Created "high-touch" client roundtables for the sharing of best practices, which led to a 90% contract renewal rate among clients who attended.
- Led a massive brand overhaul to the company's positioning, brand assets, content, and presence.
 - Evolved key brand assets, including the logo, brand standards, and a new website.
 - Launched (and re-launched) a blog to showcase company culture and thought leadership, attracting over 60 guest bloggers—analysts, clients, and creative directors—in three years.
 - Executed a diverse, creative event strategy that led to 8 new clients and \$6M+ in revenue.
 - Secured 8 Forrester Groundswell Awards over four years, and 3 Ogilvy Awards in Best Business Results for Ameriprise, Bank Of America, and UCB.

VP, Insights & Analysis | 2006 - 2008

- Created a group of in-house specialists to help clients understand the power of insights and how to apply them to their business.
 - Launched a new profit center for “special projects”, revamped client deliverables, implemented new reporting formats to serve client needs.

ARNOLD WORLDWIDE, Boston, MA | Brand Planning Director | 2002 - 2006

- Clients Included: Citizens Bank, Talbots, Delta Faucet, Royal Caribbean, ESPN, and Titleist.

THE MARTIN AGENCY, Richmond, VA | Senior Brand Planner | 1999 - 2002

- Clients Included: Saab, UPS, U.S. Trust, Timberland, and New Business.

MULLEN ADVERTISING, Wenham, MA | Junior Brand Planner | 1994 - 1999