

Jodi Wright

Marketing Professional

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Strategic professional leader with extensive experience driving revenue growth and brand visibility through innovative demand generation strategies. Skilled in leveraging market insights to develop targeted campaigns that engage and convert leads. Expert in leading cross-functional teams to execute integrated marketing initiatives that align with organizational objectives. Analytical, forward-thinking professional with expertise in optimizing marketing funnels and improving ROI through continuous experimentation and optimization. Adept at identifying market trends and capitalizing on emerging opportunities to drive market share growth. Strategic thinker with strong communication and interpersonal skills, capable of building and nurturing relationships with key stakeholders and driving consensus across teams. Expert in fostering substantial media relationships and managing significant marketing budgets, consistently producing high-quality marketing materials that yield increased conversion rates and engagement.

Areas of Expertise

- Team Leadership & Development
- Market Research & Analysis
- Brand Strategy Development
- Partnership & Alliance Building
- Digital Marketing
- Campaign Management
- Trend Forecasting & Adaptation
- Data Analytics & Insights
- Marketing Metrics & KPIs
- Budgeting & Forecasting
- Vendor & Agency Management
- Public Relations
- Customer Experience Optimization
- Omnichannel Marketing Integration
- Crisis Management & Communication

Professional Experience

Atria Wealth Solutions, San Diego, California

2023 – Present

VP. Demand Generation

Drive strategic lead generation initiatives for a national independent broker-dealer, focusing on enhancing lead quality, marketing ROI, and media relations. Develop and implement robust lead generation programs, integrating data analytics to refine lead quality standards and optimize marketing strategies. Oversee the creation of recruitment marketing materials, ensuring cohesive content and design across whitepapers, articles, and artwork. Utilize project management tools for effective coordination and implement quality improvement measures throughout the production process.

- Managed substantial media relationships and negotiated ad packages and sponsorship opportunities to maximize brand visibility and ad spend effectiveness within a \$500K annual budget.
- Increased lead generation by 27% yearly, yielding 1100 marketing-qualified leads and achieving a 20% MQL conversion rate.
- Introduced new filtering guidelines and crafted updated HubSpot and Salesforce reporting, leading to improved lead quality and a more robust inbound pipeline.
- Enhanced project management approach with new tracking tools and standardized communication, resulting in quicker design turnaround times and higher-quality deliverables.

Procede Software, San Diego, California

2021 – 2023

Content Marketing Manager

Led content marketing initiatives for a SaaS provider in the heavy-duty commercial vehicle industry, focusing on B2B sales enhancement through strategic content creation and campaign management. Developed and executed a 12-month Content Calendar in collaboration with sales leadership to identify and produce targeted content, including whitepapers and case studies, modernizing the visual appeal in partnership with a Graphic Designer and Copywriter. Managed a team, including a Senior Marketing Specialist and Graphic Designer, setting success metrics, delegating tasks, and fostering professional growth through training and coaching, resulting in high-quality campaigns. Implemented a centralized content library to enhance content creation efficiency and ensure lead relevance, resulting in a substantial reduction in content production turnaround times.

- Increased LinkedIn followers by 30% within 12 months by launching an integrated social media strategy, aligning content with significant company milestones.
- Implemented Marketo marketing automation platform, enhancing marketing operations and reporting capabilities through successful integration with MS Dynamics.
- Initiated the Partner Spotlight program, collaborating with Customer Success to identify key partners and crafting a content calendar that bolstered partner and company sales.
- Improved webinar strategy, achieving a 68% attendance rate and converting 90% of attendees into Marketing Qualified Leads.
- Doubled social media engagement during annual Procede Software Conference by coordinating real-time content production.

Digital Marketing & CRM Specialist

Developed digital marketing strategies for a leading dental implant device manufacturer, enhancing brand presence. Oversaw targeted email marketing campaigns, leveraging understanding of audience psychology and messaging to boost email open rates. Managed social analytics to refine marketing efforts and expenditure, resulting in increased engagement and lead generation.

- Increased email open rates from 3% to an impressive 20% through strategic adjustments and A/B testing.
- Completed the implementation of Sugar Market, a new marketing automation platform, in a quarter of the usual time frame.
- Redesigned email and social media strategies for events, resulting in heightened engagement and lead generation.
- Introduced SEO practices and PPC reconfiguration, improving organic search traffic and diminishing negative content visibility.
- Delivered Salesforce training to the sales team, enhancing their ability to utilize the platform for improved performance.

Cetera Financial Group, San Diego, California

2017 – 2018

Senior Marketing & Communications Specialist

Led multifaceted marketing initiatives for a major financial services firm, enhancing recruitment efforts through strategic automation and data-driven campaigns. Developed lead-generation strategies, including the creation of persuasive marketing collateral and effective sales scripts. Managed robust marketing budgets, allocating \$1M towards media purchases and online campaigns, yielding significant lead acquisition.

- Managed social analytics to refine marketing efforts, achieving heightened engagement across campaigns.
- Streamlined Salesforce.com protocols, establishing new workflows for lead capture and campaign tracking, optimizing the timing and categorization of lead interactions.
- Developed and deployed targeted communications, aligning with industry trends and bolstering marketing operations.
- Captured over 3,000 leads within a 90-day period through strategic online campaign management.
- Implemented and monitored marketing automation systems, contributing over \$21M to the sales pipeline.
- Enhanced Eloqua marketing platform utilization, crafting logic-driven campaigns and landing pages to nurture leads.

eSUB Construction Software, San Diego, California

2015 – 2017

Marketing Manager

Managed Marketing Department for a Series A/B B2B SaaS startup, leading adoption of a new marketing automation platform to enhance SaaS offerings. Oversaw print and digital media buys, analyzing marketing KPIs to inform strategic recommendations for executive leadership.

- Implemented Pardot and Marketo, integrating these platforms with Salesforce and establishing protocols for data standardization, lead assignment, and ROI analysis; served as Salesforce.com administrator.
- Created lead generation strategies by forging partnerships with national and local trade associations, leveraging member lists for targeted marketing, and placing strategic ads in industry publications, increasing revenue by 30%.
- Developed a customer review program, establishing criteria for past client selection and collaborating with the Customer Success team to identify ideal candidates, which bolstered the company's online reputation and increased new leads by 25%.
- Led outbound email and call campaigns, enhancing sales team efforts and contributing to the department's overall success.
- Authored insightful articles for industry publications and websites, positioning the company as a thought leader and directly supporting digital marketing initiatives.

LPL Financial, San Diego, California

2012 – 2014

Marketing Database Analyst

Quest Software / Bakbone Software, Inc., San Diego, California

2008 – 2011

Customer Success Representative, Sales Coordinator Lead

Troxel Helmets, San Diego, California

2004 – 2007

Sales & Marketing Project Manager

Education

Bachelor of Science in Business Administration, Marketing, San Diego State University

Digital Marketing Certificate, UCSD Extension

Google Analytics Certificate