**Jennifer MacDonald Turner**

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**Growth Marketing Executive**

Growth marketing leader facilitating and operationalizing marketing strategy in high-tech and cybersecurity corporations. Builds and optimizes scalable processes, programs, and frameworks across marketing campaigns. Strategizes, plans and executes campaigns across lead generation and awareness marketing to increase revenue. Boosts measurable growth in lead generation, sales pipeline, and new partners. Recognized for ability to assimilate and translate complex technical concepts with a cross-functional leadership style that engenders trust and engages teams, vendors, and partners. Thrives in ambiguity exhibiting clear decision making, flexibility, and communication.

**Strengths**

Field Marketing + ABM | Multi-channel Marketing | Lead Nurturing MQL to SAL | Campaign Development + Execution   
Digital Marketing | Budget Management | Campaign Optimization | Data Analysis | Marketing Automation |   
Customer Expansion | Salesforce + Hubspot

Resource Management + Development | SMB to Enterprise Segments | Cross Functional Collaboration

**Performance Highlights**

* Boosted sales pipeline by +$10 MM for channel and field sales teams and increased market share through integrated new business, cross-sell, and up-sell campaigns (+100 annually).
* Executed turnaround on previous failed attempts at indirect sales/reseller partner program: hyper-scaled from zero to +100 reseller partners.
* Increased channel partner sales by 20% through creation of collateral, sales tools, and training programs.
* Collaborated on launch of new product sales through a network of +1400 security VARs, MSPs, and LARs.
* Achieved a 40% increase in leads for sales through multi-channel campaigns and program development.

**Experience**

**Everguard.ai** | ***VP, Marketing and Operations***  01/2020 – Present

*AI-based and computer vision industrial safety start-up.*

Unique opportunity to get involved with a startup at inception – opportunity to step outside of a pure marketing role. Steered strategy and processes for marketing and general business operations with goal of scaling for growth. Collaborated across marketing, engineering, product management, and sales through key program initiatives.

* Spearheaded and negotiated programs focused on integrating solutions and generating demand in the heavy industry market.
* Aligned marketing projects and campaigns to product roadmap ensuring alignment to quarterly releases.
* Developed and deployed sales processes to drive pipeline growth/demand; forecasted and tracked sales pipeline.
* Reduced sales cycle timeline, expedited deal transactions, and streamlined team resources through implementing a lead nurturing program and defining marketing qualified leads verses sales qualified leads.

**JMac Marketing** | ***Owner*** 02/2017 – 06/2021

*Custom marketing solutions and strategies consulting business.*

Accelerated overall demand generation utilizing digital tactics, local media outlets, highly specific content marketing, and social media for international clients looking to break into North American market. Focused on account-based marketing tactics due to limited budget and market share for some clients.

* Increased US engagement (selling and co-marketing) by 25% and doubled leads through creation of teaser emails and vertically/geo-focused marketing campaigns; designed new customer welcome programs and lead tracking and management processes; facilitated tradeshow support.
* Delivered integrated drip campaigns and multi-tactical (SEO, SEM, media, agency) campaigns and associated templates to quickly build awareness and drive demand in key accounts.
* Managed and directed local marketing agencies for international SW companies
* Developed customer profiles and specific messaging to drive value proposition across integrated campaigns.

**Netradyne, Inc. | *Sr. Director, Business and Marketing Operations*** 06/2016 – 01/2020

*Startup harnessing telematics to revolutionize transportation/driver safety solutions.*

Maximized revenue and profit through data driven insights across marketing and sales. Leveraged applications and reporting to improve processes. Managed a team across US, India, and Ukraine.

* Implemented marketing tools and business applications to track and manage leads and sales demand globally.
* Created, tested, and implemented a quote to cash process for qualified leads that facilitated faster sales growth.
* Managed international partners (resellers, manufacturers, suppliers, and government regulators)
* Built a team from the ground up to manage lead nurturing/qualification, order processing, invoicing, inventory counts, and RMA’s.

**Securematics, Inc. | *Director, Marketing*** 04/2014 – 08/2015

*IT security and networking distributor for VARs, Resellers, MSSPs, and solution integrators.*

Created, launched, and managed global campaigns and account-based marketing strategies, communications, tradeshows, and programs that generated demand and achieved financial goals across high tech vendor mix.

* Increased sales by 20% through creation of collateral, sales tools, and training programs that ensured support for partners and drove leads to close won.
* Partnered with team that launched and grew demand for new products through a network of +1400 security VARs, MSPs, and LARs.
* Developed and implemented turnkey, repeatable programs that enabled global partners to easily execute and generate qualified leads. Produced content in support of campaigns: case studies, presentations, webinars, data sheets, and sales collateral.
* Managed and measured KPIs for all marketing programs, partner recruitment, and partner sales.

**QUALCOMM | *Sr. Manager, Marketing***  10/2011 – 04/2014

*A world leading wireless tech innovator.*

Executed turnaround on previous failed attempts at indirect sales/reseller partner program with zero team or resources leveraging sales enablement strategies and cross-functional teams.

* Increased engagement/selling velocity 100% growing resellers from 0 to +100: built a partner portal and deal registration tool; and created and launched turn-key marketing tools and campaigns focused on net new account acquisition.
* Reversed internal perception of indirect sales through launch of educational seminars championing and enabling partner program build throughout the organization and product lifecycle.
* Maximized partner readiness/execution by diagnosing and operationalizing training, co-selling, sales tools, and lead generation programs (targeted ABM tactics, events, and integrated campaigns) delivering a lead to close ratio of 12%.
* Led development of joint business planning with partners to ensure synergy and goal alignment; managed demand forecast and leads pipeline to ensure successful execution and impact of programs.
* Collaborated with sales and product marketing on generating market requirements, customer profiles, and product performance documentation based on industry trends, competitive evaluation, and voice of customer.

**Forcepoint (formerly Websense) | *Sr. Manager, Marketing, North America***  01/2003 – 01/2007 & 01/2008 – 01/2011

*Security software and data protection, cloud access security broker, firewall and cross-domain solutions.*

Drove pipeline creation of cloud and on-premises internet security solutions for channel and direct sales teams for all Americas through demand and lead generation.

* Boosted sales pipeline by +$10 MM and increased market share through new business, cross-sell, and up-sell campaigns leveraging AMB and various multi-channel tactics based on goals and desired outcomes.
* Developed and managed yearly marketing plan to support sales leadership (2 VPs, 12 directors, 400+ sales representatives), including reporting, ROI analysis, and recommendations.
* Managed a team that executed 100+ campaigns per year, including creation, execution, operations, and training for indirect and direct SMB, enterprise, and key account sales teams.
* Created and implemented cost effective and self-sustaining integrated partner and field marketing programs.
* Unified external communication and ensured consistency of messaging through sales team training on marketing objectives and campaigns.

**ESET** | ***Marketing Communications Manager*** 01/2007– 12/2008

*Global software company specializing in cybersecurity and IT security solutions.*

Developed comprehensive annual corporate B2B marketing plan (+$1 MM) and managed all aspects (strategy, communication, media, web, events/national trade shows, and demand generation, ABM efforts.)

* Achieved a 40% increase in leads for sales through strategy and execution on media investments and program development.
* Spearheaded national lead generation campaigns that increased new business growth in the SMB and enterprise segments quarter over quarter.
* Led corporate branding and awareness for collateral, website, and all other outward facing communication.

**Certifications**

Email Messaging Certifications - MECLABS Institute-Marketing Sherpa

Lead Management Certification (Capture, Qualify, Nurture) - MECLABS Institute-Marketing Sherpa

Effective Product Marketing - Pragmatic Marketing Institute

Product Launch Essentials - Pragmatic Marketing Institute

Demand Generation and Channel Marketing - Sirius Decisions (now Forrester)

**Education**

B.S., Business Management & Marketing (*cum laude*)| The Ohio State University, Columbus, OH

Currently enrolled: Growth Marketing with AI | Cornell University