

JACKIE KIRCHNER

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SUMMARY

Accomplished Marketing Director with 15+ years of proven success driving highly effective and integrated B2B marketing strategies, plans, and programs for organizations ranging from start-ups to Fortune 200. Known for igniting business growth, enhancing customer experiences, and fostering operational excellence. Skilled at seamlessly shifting between macro-level perspective and micro-level diligence. Account-based marketing: expert certification.

SKILLS

Marketing Strategy | Marketing Plans | Account-Based Marketing | Demand Generation | Product Marketing | Portfolio Marketing | Content Operations | Program Management | Process Efficiencies | Problem-Solving | Analytical Thinking | Change Management | Collaboration | Leadership | Customer Experience | Team Building

PROFESSIONAL EXPERIENCE

Cognizant, Teaneck, NJ (Remote Employee)

April 2019 – May 2023

Marketing Director, Account Based Marketing

Served as ABM lead for growing customer accounts; designed demand generation campaigns targeting net new Fortune 500 accounts and CXO audience.

- Developed 1:1 platinum account-based marketing framework, which translated customer needs and sales objectives (both opportunity and relationship-based) into marketing objectives and integrated campaign plans; achieved a 25% surge in account engagement.
- Partnered with vertical CMOs to develop integrated campaign plans, including audience segmentation, messaging, content strategy, and channel orchestration. Consistently surpassed demand generation goals.
- Established strong relationships across functions and departments to facilitate better team collaboration in pursuit of shared goals; educated various sales teams on the value of marketing and trained new hires.

Marketing Director, Global Marketing Strategy & Portfolio Marketing (PMO)

Formulated audience-centric messaging, positioning, and content strategies, and propelled operational maturity through implementation of standardized tools, processes, and procedures.

- Performed thorough analysis of Global Marketing activities to identify key inputs for the creation of a dynamic Global Marketing Calendar; created rollout strategy and compelling presentation introducing calendar.
- Leveraged internal and external audience insights, messaging hierarchies, and content strategy best practices to develop full funnel content plans for battleground campaigns, including Data & AI, IoT, and Cloud.
- Developed and implemented content audit process. Accelerated SLA from five business days to two—improving campaign speed-to-market and overall efficiency.
- Led Global Thought Leadership team in onboarding of new project management tool, Workfront. Moved 100% of content requests and workflows into the tool; trained over a dozen users and served on global governance committee.
- Designed Claims Verification Process which standardized the way marketing worked with sales, legal, and brand to verify and use marketing claims. Trained multiple teams and optimized workflows to gain adoption; 198 claims processed in first year.
- Served as business stakeholder for new CMS/DAM. Defined business requirements, user stories and acceptance criteria for Thought Leadership, Analyst Relations, Sales Enablement, and Partner content.

Ellucian, Reston, VA (Remote Employee)

February 2018 – March 2019

Program Manager, Account Based Marketing

Developed and executed strategic marketing programs targeting key accounts, driving engagement and revenue growth through personalized campaigns and customer-centric initiatives. Influenced digital transformation of marketing team.

- Led global account-based marketing strategy for share-shift campaigns against five major competitors, resulting in 375% lift in engagement, sixty-one opportunities with marketing influence and \$21M in pipeline.
- Served on newly formed team created to reshape go-to-market strategy for greater growth and business impact; played an integral role in defining the buyer's journey.
- Implemented strategic TEAM framework utilizing ABM & Martech tools and cross-functional relationships.
- Won "Marketing Rock Star" award for Outstanding Customer Experience.

Miller Heiman Group, Tampa, FL

November 2014 – December 2017

Senior Product Marketing Manager

Led the strategic development and execution of marketing plans—driving product positioning, messaging, and go-to-market strategies—to maximize revenue and market share. Delivered demand generation campaigns.

- Led successful global marketing launch for flagship product, driving a 75% customer upgrade rate within first nine months and significantly expanding market share and revenue.
- Cultivated marketing partnership with industry leader Technology Services Industry Association (TSIA), increasing member interest and engagement by 300%.
- Spearheaded account-based marketing program; resulted in 70% lift in engagement and 3 of 16 target accounts under contract within five months.
- Won quarterly 'Big Six Award'— global company recognition awarded for efforts driving cross-departmental process efficiencies and campaign workflow improvement.

Bisk Education, Tampa, FL

August 2011 – September 2014

Senior Product Marketing Manager

Designed strategic marketing plans and campaigns to promote higher education online certificates and degree programs.

- Managed the marketing launch of five healthcare degree and certificate programs as well as the successful launch of new partner, Valparaiso University—which involved delegation and execution of over one hundred tasks involving creative, media, SEO/SEM, accounting and IT. Exceeded enrollment expectations by 20%.
- Implemented targeted digital marketing campaigns that led to a 60% increase in qualified leads within six months.
- Re-structured B2B website strategy and stimulated lead flow by 27%.

ADDITIONAL RELEVANT EXPERIENCE

Infinity Technology Solutions, Tampa, FL

August 2008 – July 2011

Managed Services Technology provider for SMBs

Senior Marketing Manager

Evolution Studios & Media, Tampa, FL

November 2006 – July 2008

Design and video agency

Marketing Project Manager

EDUCATION

Bachelor of Business Administration (B.BA), Marketing

Kent State University | Kent, OH