

Jasmine Spiess

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SENIOR MARKETING CONSULTANT

Revenue-focused marketing consultant with 9+ years driving pipeline, brand visibility, and market entry for B2B technology companies. I build integrated marketing programs from the ground up — ABM strategy, events, content, and brand — and bring the cross-functional range to own it all without a full in-house team. Known for translating complex, technical products into compelling campaigns that move deals and elevate brands. Available for senior consulting engagements across SaaS, climate tech, and ecommerce verticals.

CORE COMPETENCIES

ABM Strategy & Execution • Field & Event Marketing • Pipeline Generation • Brand Strategy • Content Creation & Management • Video Production • Social Media Strategy • SEO • Executive Relationship Management • B2B & DTC Marketing • Sales Enablement

CONSULTING & MARKETING EXPERIENCE

Senior Marketing Consultant | *LineVision* — Boston, MA (Contract, Remote) | Oct 2024 – Feb 2026

- Built the company's first ABM strategy targeting key utilities with custom messaging, content, and events — influencing a 15% uplift in qualified pipeline.
- Achieved 50% share of voice among competitors in 2025 by raising LineVision's profile across industry and tier 1 media channels.
- Cultivated executive-level relationships with strategic customers, securing their partnership for press, events, and webinars to support the sales process and elevate credibility.

Field Marketing Manager | *ClimateAi* — San Francisco, CA (Remote) | Sep 2022 – Jun 2024

- Generated \$7.75M in pipeline from events in 2023 on a \$140K budget; delivered \$1.9M in Q1 2024 pipeline following 50% budget cuts.
- Developed and presented Climate Change Wine Tastings at World Economic Forum and NY Climate Week — earning press from NPR, CNBC, and Yahoo News; created Future of Food events for London Climate Action Week and Salesforce Earth Day, featuring celebrity chefs and high-profile Indian government officials.
- Executed 30+ global events in 2023 at an average of 8 events per quarter, with webinar attendance averaging 30–50% of registrants.
- Produced all product overview video content from concept to completion; edited webinar highlights for social media and sales assets.
- Optimized social media and content strategy to align with ABM and SDR campaigns, achieving an average LinkedIn engagement rate of 5%.
- Managed social media, email campaigns, and content across channels for 360-degree ABM surround strategy; ideated and edited blogs with meteorologist and product teams; optimized SEO across the ClimateAi website.

Marketing Manager | *ESW (eShopWorld)* — New York, NY (Remote) | Jun 2018 – Dec 2021

- Launched the 'Top 25 Global Ecommerce Power Players' survey to 10K+ industry leaders, earning press from Bloomberg, Yahoo, and WWD, with winners including executives from Nike, Walmart, and Max Mara.
- Oversaw company rebrand from eShopWorld to ESW — partnering with designers and marketing stakeholders to create consistent collateral, sales enablement materials, and event assets.
- Project managed and negotiated speaking engagements and brand presence at ShopTalk, World Retail Congress, NRF, and GELF.
- Collaborated with the marketing team to create and distribute ABM paid acquisition campaigns promoting branded content assets including eBooks, whitepapers, and video content; campaigns targeted 70% of addressable accounts, achieving 50% engagement rates and above-average CTRs of 0.8%-1%+.
- Led synthesis of ESW's vertically targeted ABM program across 1,500+ accounts representing \$1.5B in potential revenue, in collaboration with domestic and international revenue operations teams.

- Produced all ESW product and features video content from concept through completion, overseeing storyboards, edits, budgets, timelines, and performance tracking.

Marketing Project Manager | *Hollen Inc. Consulting* — New York, NY / Miami, FL (Remote) | Jan 2017 – Apr 2021

- Managed researchers, SMEs, and designers to develop a competitive benchmark scoring system for ZxV (AB InBev), presenting an L2-style report to executives highlighting strengths, gaps, and growth opportunities.
- Coordinated SEO strategy and website content optimization; partnered with a production company to revise the homepage video for M3 Glass, overseeing creative direction and edits.

EDUCATION & CERTIFICATIONS

Content Marketing, Digital Marketing & Social Media Certification — HubSpot

Content Writing Workshop — Kranz Communications

Practical Project Management — Monere Development

WSET Level 2 in Wines — with Distinction