

JAQUELINE SALINAS | 505 479 8080 | salinas.jacque@gmail.com | www.linkedin.com/in/sjacque
MARKETING DIRECTOR

Strategic product marketing leader with 12+ years of experience crafting compelling product messaging, impactful go-to-market strategies, and content programs that drive engagement, adoption, and revenue growth. Adept at leveraging deep consumer insights, cross-functional collaboration, and competitive analysis to resonate with target audiences. Passionate about empathetic leadership, customer-centric storytelling, and aligning marketing initiatives with organizational missions to deliver measurable results.

EXPERTISE

Strategic Planning | Digital Marketing | Project Management | Lead Generation Programs | Community Building | Product Launch Management | Sales Enablement Materials | Messaging Framework Development | Partner Management | MarCom Developer Relations | Content Creation & Asset Management | Product Marketing & Positioning

PROFESSIONAL EXPERIENCE

ASPECT SOFTWARE (ALVARIA, INC)

April 2024 – Present

Customer Product Marketing Manager (August 2024 – Present)

- Conduct comprehensive audience research to deeply understand members and target consumers, identify their needs, enhance targeted messaging, and inform strategic product positioning.
- Collaborate cross-functionally with Customer Success, Sales, Brand and Design teams to ensure alignment and cohesive execution of strategies.
- Develop and execute clear, impactful product positioning and messaging frameworks, ensuring consistency across internal and external communications.
- Lead go-to-market strategies for new services and features, driving adoption and customer engagement through integrated marketing campaigns.
- Manage and maintain content and asset libraries, including:
 - Competitive intelligence and market insights
 - Product claims documentation
 - Key user experience visuals
 - Up-to-date product demonstration materials
 - Compelling explainer videos

Developer Product Marketing Manager (April 2024 – August 2024)

SYSDIG

Aug 2022 – Jun 2023

Director of Marketing Programs (Open Source)

- Engineered the strategic go-to-market plans for Falco v0.33 & v0.34, maintaining maximal product exposure and promoting widespread user adoption. Drove cross-platform engagement by launching five pivotal marketing initiatives and a premier monthly newsletter.
- Steered influential product marketing campaigns, spurring community expansion and heightened customer engagement, resulting in a 50% increase in attendance rates at community meetings.
- Grew the Falco open-source community through digital marketing strategy to boost LinkedIn followers by 78% and Twitter engagement by 57%.
- Achieved the creation of the top-tier monthly newsletter with 369 subscribers and an open rate of 27% by leading digital marketing campaigns with the backing of a content strategy.
- Gained a 60% increase in Slack channel membership through product marketing campaigns, fostering community growth and customer engagement.

STACKWATCH

Jan 2022 – May 2022

Director of Marketing & Community

- Secured sandbox status at the Cloud Native Computing Foundation and reinforced brand presence within the cloud-native developer ecosystem by directing the multi-channel campaign for the OpenCost open-source project.
- Enhanced Slack customer engagement by 21% and observed a 25% increase in downloads in Q1'22 for OpenCost.
- Realized a 30% upswing in website traffic and social media followers through influencer campaigns, generating 5.2K YouTube views per video.

THE CONTINUOUS DELIVERY FOUNDATION (Linux Foundation)

Sept. 2019 - Dec. 2021

Director of Ecosystem and Community Development

- Directed the marketing and outreach strategy of the CD Foundation, by leading a team of 5 program and event managers, 51 Community Ambassadors, and 37+ of Outreach Committee Members.
- Developed the design and strategy for 10 marketing programs to help drive brand awareness and increase positioning as a thought leader in the CD and DevOps industries.
 - Produced "The Pipeline: All Things CD and DevOps Podcast." Interviewed 25+ thought leaders and innovators from the community publishing a total of 25 episodes in season 1 that led to over 6,400 downloads in the first 8 months since launch.
 - Formed the Ambassador and Member Webinar Series, publishing 12 episodes in the 1st year generating 700 leads and 1000 of views on YouTube.
 - Designed the 2-day virtual CD and DevOps Conference, cdCON. Secured \$119.5K in sponsorship sales, drove 1,354 registrations, coordinated 60 sessions, secured 66 speakers, achieving an 80% event attendance rate, and 1500 YouTube views.
 - Developed the submission infrastructure and content strategy for the CDF blog program. Executed the copyediting and publishing of 170+ blogs in 2020, driving 29,000+ of page views making up 19% of total site traffic and growing the content publishing rate by 900%.
 - Crafted the content strategy for the CD Foundation's organic social media program on Twitter and LinkedIn. Grew the followership of both accounts by 145% and 768% in 2020.
 - Designed the content strategy and editorial calendar to curate a monthly theme-based CDF newsletter and articles. Published 11 editions in 2020 with a 33% open rate and click rate of 3.5%. Grew subscription base 654% over 12 months.
 - Coordinated the CD Foundation's presence at 5 third-party industry events, generating a total of 4.5K leads. Arranged 1 sponsored track at DevOps world, securing 20+ speakers. Presented as a keynote and session speaker at DevOps World 2020 and cdCON 2020.
 - SWAG Distributed \$13K of inventory on behalf of the CD Foundation in 2020.
- Grew the CD Foundation ecosystem by selling 7 net new memberships in 2020 generating revenue of \$145K and retaining 100% of existing CD Foundation members, securing \$1M+ of revenue.
- Developed the community by recruiting 51 CDF Community Ambassadors to help evangelize the CD Foundation in the CD and DevOps industry. Grew global meetup presence by 4.4K (20%) new members from 2019 to 2020, 9 (15%) new groups, and expanded into 4 new countries bringing the total of global representation to a total of 30 countries.

AMAZON WEB SERVICES

2017-2019

Digital Marketing Manager

- Managed external team of 4 from the media agency and a budget of \$8M+ to create the digital content strategy for 3 inbound and 3 adoption marketing programs and improve our go-to-market launch strategy.
- Developed the brand and product graphics for all products. Coordinated and managed the internal design and creative service team, producing 24 unique logos, and multiple brand assets for digital campaigns and website.

INTEL

2013-2015

Outbound and Partner Marketing Manager (2017)

- Developed, executed, and negotiated 10+ partner marketing opportunities, driving \$1.2M in sales for the partner marketing channel, cultivating relationships with industry influencers, and designing content and messaging strategy for each partnership.

- Aligned closely cross-functionally with leaders to increase external and internal awareness of Perceptual Computing group and Intel RealSense Technology brand and partner program, shaping the next-generation referral and affiliate marketing design.
- Collaborated with business development, sales, product marketing, and corporate marketing leadership to create a strategic and tactical marketing plan for 3 marquee partner and 7 categories of partners.
- Drove end-to-end plan of vetting new business, and helping existing customers co-market and deploy marketing, social, and creative campaigns by leveraging corporate marketing resources into relevant executions for the partner marketing plan.

Event Marketing Manager (2015-2016)

- Chaired end-to-end showcase planning and deployment of 19 industry tradeshow by collaborating with GM, VP, product managers, engineering teams, partners, and agencies to define marketing strategy and messaging, aligning 26+ demos, positioning 3 proof of concept and reference designs, and securing 19 speaking opportunities for VP of Perceptual Computing. Success led to setting the event roadmap strategy for upcoming years (2016 and 2017).
- Managed a budget of \$635K and secured \$1.2M for events for 2017, generating 20,000+ leads.
- Defined the outbound marketing roadmap, strategy, and budget plan for 2017, setting the future direction of events, and repositioning the messaging objectives of Perceptual Computing Group.
- Persuaded senior management to grow new industry events from 19 to 25, by demonstrating the strategic value of ensuring our presence at events and delivery a strategy new event roadmap.
- Developed the content and brand strategy for the Intel RealSense social media pages and executed curated social media campaigns, growing FB followers by over 13K in 12 months.

Business Sales Operations Analyst (2013-2015)

- Reduced customer escalations by 20% in one quarter, creating 70 man-hours per week for 7 analysts, by resolving inaccurate demand forecasting, facilitating cross-functional meetings, and redesigning the data collection and analysis processes.
- Mobilized a cross-collaborative effort with internal stakeholders, engaging SAP super users, program managers and created short-term solutions for the systematic SAP issues to resolve a supply demand program bug, enabling up to \$3M deals of desktop products with quarterly earnings of an average of \$290M gross in Q3.

EDUCATION

BBA with concentration in International Management, University of New Mexico
 Fluent in Spanish, French, English; *cum laude*, 3.66 GPA

May 2013