



# JEN BRINKLEY

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## SENIOR PRODUCT MARKETING PROFESSIONAL

A strategic product marketer focused on turning customer insights into impactful narratives and scalable frameworks that drive awareness, adoption, and revenue. From shaping messaging that resonates, to influencing product roadmaps with real customer needs, I ensure marketing efforts drive meaningful outcomes. Creative yet structured, I bring clarity, consistency, and execution that moves the needle.

### CORE STRENGTHS

Product Marketing / Integrated Marketing / Brand Strategy / Launch Strategy / Process and Frameworks / Positioning / Product Packaging and Pricing / Product-Led Growth / Sales Enablement / Strategic Brand Partnerships / Business Planning / Brand Marketing / Marketing Communications / Product Documentation / User Research and Discovery / Product Specifications / Go-to-Market Strategies / Customer Journey Mapping / Roadmap Management / Content Marketing / Competitor Analysis

### PROFESSIONAL OVERVIEW

#### ***Exclaimer – Head of Product Marketing – Remote [UK/EU Team]***

2023-2025

- Led a new **product pilot program** with LinkedIn, securing an official **partnership**, gaining **210+** new user connections, and achieving a **66%** landing page conversion rate.
- Developed and executed a co-marketing strategy with Mimecast, generating **£125K** pipeline, **£28K** ARR, and creating a **repeatable partnership model**.
- Drove a **200% increase** in unique visitors, a **103% lift** in CTR, and **433% growth** in demo requests through interactive product tours.
- Designed and launched the company's **first Product Beta Program**, ensuring a seamless user experience and optimizing feature adoption.
- Developed and implemented Exclaimer's **product launch GTM strategy**, aligning Product, Sales, and Customer Success to drive adoption across IT and Marketing personas.
- Developed a **Product Feedback Program**, established a **Customer Advisory Board**, and optimized **feedback loops** to enhance product insights and influence strategic decisions.
- Optimized sales enablement by introducing a new pitch strategy and sales deck to increase **win rates** and **reduce sales cycles by 12 days**.
- Developed and implemented a cohesive **messaging framework**, eliminating inconsistencies and strengthening **brand positioning** across key verticals.
- Co-led a **lifecycle marketing email nurture** project for trialists and new customers, increasing engagement by **30%** and trial-to-paid **conversion by 15%**.
- **Launched targeted industry campaigns**, accelerated **new logo acquisition**, and **refined ICPs** for better alignment with key buyer segments.
- Drove **£690K** ARR and **£1.5M** pipeline through strategic **migration and upgrade campaigns**.
- Created an internal **sales enablement hub from scratch**, increasing content engagement by **278%**, with **7.5K+** page views and **2.1K** downloads.
- Created an insights-driven **feedback river system**, improving adoption strategies and shaping product roadmap priorities for high-impact, revenue-driving features - collaborating with Product and Customer Success.

- **Increased trial-to-paid conversions** by refining **in-product engagement strategies** and implementing ARR-driving in-product experiments.
- Launched a packaged release approach for product feature announcements, delivering the **best-performing email series** to date for partners.

### **Compass – Senior Growth Product Marketing II – Remote**

2021-2023

- Spearheaded **GTM strategy**, leading launch initiatives, product adoption, and re-engagement efforts to drive product-led growth.
- Implemented **Gainsight for in-product messaging**, increasing **CTR by 40%** through **segmentation and testing frameworks**.
- Developed targeted **messaging and positioning**, driving a **47% YoY increase** in platform minutes, exceeding goals by 11%.
- Designed an **action-driven onboarding journey**, resulting in a **20% increase** in platform engagement.
- Optimized adoption strategies across product lines, leading to a **57% increase** in engagement for a previously launched product.
- Executed a high-impact revenue campaign, boosting **feature adoption by 9.7%** in a product area and driving customers to generate **55.6%** more orders and **45.6%** more orders per team.

### **Symplicity – Senior Director Product Marketing – Hybrid**

2019-2021

- Managed the product marketing ecosystem for a leading entry-level recruiting SaaS platform, ensuring alignment across **strategy, execution, and growth initiatives**.
- Owned and managed the **product marketing strategy, roadmap, and budget** for the Corporate division of a leading entry-level recruiting SaaS platform, increasing the budget from \$30K to \$250K.
- Revamped channel strategies, driving a **526%** increase in landing page views and a **211%** rise in form submissions YoY.
- Launched a high-impact initiative, expanding the candidate database from **350K to 530K+ in two months** and securing a landmark contract with a major university.
- Built and strengthened **strategic partnerships** with key industry players (Yello, WayUp, viGlobal), developing project roadmaps, optimizing channel strategies, and producing high-performing content.

### **Remine – Senior Product Marketing Manager/Growth Partnership Manager**

2018-2019

- Led product growth and GTM strategies for a high-growth SaaS startup (Series A & B) in real estate tech/proptech, driving **adoption and revenue across 40 markets** through strategic partnerships.
- Drove market expansion with GTM and re-engagement strategies, increasing **user activations by 20%**.
- Played a key role in securing **Series A funding**, positioning Remine's strengths in executive presentations.
- Led a **team of five** and managed **40 business partner relationships**, fostering strategic alignment and growth.
- Developed scalable **onboarding and GTM playbooks**, including MLS marketing bundles, streamlining adoption and boosting product utilization.

### **National Science Teachers Association – Marketing Manager**

2011-2018

- Developed and executed integrated marketing and promotional campaigns for NSTA's publications, conferences, professional development, e-learning, and membership.
- Led cross-functional marketing initiatives, increasing conference attendance by **18%** and driving a **122%** surge in membership sign-ups and renewals in Fall 2014.
- Launched a new product within the Press department, exceeding **initial sales projections by 22%**.

### **Freddie Mac – Information Security Marketing and Communications Lead**

2009-2011

- Developed **omnichannel campaigns** across email, newsletters, and branded collateral to drive awareness and engagement.

## **EDUCATION**

Bachelor of Business Administration, Marketing – James Madison University