

# Jacqueline Salinas

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## SUMMARY

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Accomplished Content Marketer with 11+ years in B2B SaaS, skilled in content strategy and digital marketing. Expert at simplifying tech jargon, driving engagement, and boosting brand awareness.

## WORK EXPERIENCE

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**Alvaria, Inc.** Remote  
*Developer Product Marketing Manager* *Apr 2024 - Present*

- Partnered with cross-functional Product and Brand teams to define core product differentiators and messaging, contributing to a 30% increase in market share during the first quarter post-launch.

**Sysdig, Inc.** Remote  
*Director of Open Source Programs* *Aug 2022 - Jun 2023*

- Developed and executed a targeted content marketing strategy that boosted brand awareness by 85%, increasing LinkedIn followers by 78% and Twitter followers by 57%, while driving a 50% improvement in community meeting engagement metrics.

**Stackwatch, Inc.** Remote  
*Director of Marketing & Community* *Jan 2022 - May 2022*

- Developed and implemented comprehensive editorial calendars, driving a 30% increase in website traffic and a 40% boost in social media followers in Q1'22.

**The Linux Foundation** Remote  
*Director of Ecosystem & Community Development* *Sep 2019 - Dec 2021*

- Developed and published a series of blogs and podcasts that increased user engagement by 335%, significantly enhancing the organization's authority in DevOps and CI/CD.

**Amazon Web Services** Seattle, WA  
*Digital Marketing Manager* *Oct 2017 - Aug 2019*

- Developed and executed comprehensive digital marketing campaigns for 24 SaaS products, resulting in a 30% surge in user engagement and improving customer retention rates by 15%.

**Intel, Corp** Santa Clara, CA  
*Outbound Marketing Manager* *Jan 2017 - Sep 2017*

- Led the comprehensive redesign of over 10 marketing enablement materials, resulting in a 30% increase in partner engagement and a 50% improvement in brand visibility for Intel RealSense.

*Global Product Marketing & Events Manager* *Apr 2015 - Dec 2015*

- Spearheaded marketing initiatives that engaged over 18,000 prospects and clients, resulting in a 25% increase in client retention through tailored educational programs and interactive conference sessions.

*Sales Operations Business Analyst* *Jul 2013 - Mar 2015*

- Redesigned data capture protocols, leading to a 20% decrease in escalation incidents and freeing up 70 analyst hours weekly for high-priority projects.

## EDUCATION

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**University of New Mexico** | Albuquerque, NM *Aug 2008 - May 2013*  
BBA, International Management, 3.66 GPA

## CERTIFICATIONS

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<b>Prompt Engineering for ChatGPT</b> Certified by: Vanderbilt University	<i>Aug 2024</i>
<b>Email Marketing</b> Certified by: HubSpot Academy	<i>Jan 2022 - Jul 2024</i>
<b>Social Media Marketing</b> Certified by: HubSpot Academy	<i>Jun 2022 - Jul 2024</i>
<b>GPT Vision: Seeing the World through Generative AI</b> Certified by: Vanderbilt University	<i>Jun 2024</i>
<b>Generative AI Assistants</b> Certified by: Vanderbilt University	<i>Jun 2024</i>
<b>ChatGPT Advanced Data Analysis</b> Certified by: Vanderbilt University	<i>Jun 2024</i>
<b>Content Marketing</b> Certified by: HubSpot Academy	<i>Jun 2022 - Jun 2024</i>
<b>Generative AI Automation Specialization</b> Certified by: Vanderbilt University	<i>Jun 2024</i>
<b>Generative AI for Leaders</b> Certified by: Vanderbilt University	<i>Jun 2024</i>
<b>Generative AI Leadership &amp; Strategy Specialization</b> Certified by: Vanderbilt University	<i>Jun 2024</i>
<b>Inbound</b> Certified by: HubSpot Academy	<i>May 2022 - Jun 2024</i>
<b>Trustworthy Generative AI</b> Certified by: Vanderbilt University	<i>May 2024</i>
<b>Responsible AI: Applying AI Principles with Google Cloud</b> Certified by: Google Cloud	<i>Feb 2024</i>
<b>Introduction to Generative AI</b> Certified by: Google Cloud	<i>Feb 2024</i>
<b>Introduction to Responsible AI</b> Certified by: Google Cloud	<i>Feb 2024</i>
<b>Generative AI Fundamentals</b> Certified by: Google Cloud	<i>Feb 2024</i>
<b>Introduction to Large Language Models</b> Certified by: Google Cloud	<i>Feb 2024</i>

**Digital Advertising**

Certified by: HubSpot Academy

*Jun 2022 - Jul 2023*

**Digital Marketing**

Certified by: HubSpot Academy

*May 2022 - Jul 2023*

**HubSpot CMS for Marketers**

Certified by: HubSpot Academy

*Jun 2022 - Jul 2023*

**HubSpot Marketing Software**

Certified by: HubSpot Academy

*Jun 2022 - Jul 2023*

**SEO**

Certified by: HubSpot Academy

*May 2022 - Jun 2023*