



# ELISABETH JEFFS

REVENUE CENTRIC MARKETER

As a results-driven marketing professional with over ten years of experience in B2B marketing and demand generation, I specialize in developing and executing data-driven strategies for high-profile accounts. With expertise in collaborating cross-functionally and utilizing marketing automation tools like HubSpot and Salesforce, I deliver successful campaigns that drive revenue growth and enhance customer engagement. I thrive in dynamic, fast-paced environments where creative, personalized marketing strategies make a tangible impact on business growth.

## EXPERIENCE

---

### MARKETING MANAGER | NEXTNAV

September 2021 - Current

- Spearheaded ABM strategies for high-value target accounts, collaborating with sales to deliver effective personalized marketing content
- Managed the end-to-end process of lead and demand generation campaigns using tools like HubSpot and Salesforce, resulting in a 25% increase in pipeline generation
- Focused on improving campaign performance through ongoing data analysis and optimization
- Collaborated on sales enablement resources and worked on account-based initiatives that positively influenced revenue growth
- Manage all email communications, including monthly newsletters, outbound lead generation campaigns, and company updates
- Manage all owned media, including social channels and website
- Lead event execution, including strategy, coordination, logistics, and graphic design (virtual and in-person)

### MARKETING MANAGER, DEMAND GENERATION | JABRA

February 2017 - August 2021 | Marketer of the Year 2008 for North America

- Responsible for developing and executing lead and demand generation for Jabra's enterprise products, contributing directly to the sales pipeline and company revenue
- Developed ABM program in North America working with the largest B2B enterprise customers, resulting in a 30% increase in engagement among key targets
- Worked with both channel and alliance marketing teams on co-marketing programs with leading partners and resellers including Microsoft, Cisco, Ingram Micro, and more
- Assisted in both virtual and on-site event planning and execution to help support demand-generation goals
- Meticulously monitored, measured and optimized campaign performance to continuously improve ROI

### DIGITAL MARKETING SPECIALIST | VXi CORPORATION

February 2017 - August 2021

- Managed email marketing campaigns and messaging from copy creation to execution
- Responsible for digital marketing and social media presence including corporate website, blog, Facebook, Twitter, and LinkedIn
- Focused on driving B2B business growth through lead generation and conversion, increasing "share of wallet" with existing customers, and acquiring new customers
- Worked with third-party contractors to develop content and assets needed, including case studies, white papers, infographics, web banners, social media content, images, videos, etc.



(603) 997-2160



elisabethannejeffs@gmail.com



Greater Boston



elisabethjeffs.com



# ELISABETH JEFFS

REVENUE CENTRIC MARKETER

## EDUCATION

---

### BACHELOR OF SCIENCE

Sacred Heart University | Jack Welch College of Business & Technology

2007 - 2010

## SKILLS

---

- ABM
- Lead Generation
- Demand Generation
- Digital Marketing
- Channel Marketing
- Paid & Owned Media Management
- Event Planning & Management
- HubSpot Certified
- Salesforce Management
- SEO
- Copywriting



(603) 997-2160



elisabethannejeffs@gmail.com



Greater Boston



elisabethjeffs.com