

# JENNA RODRIGUES

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## EDUCATION

- **University of Connecticut** - PhD Candidate in Strategic Management | 3.9 GPA
- **Princeton University** - BA, Economics | Certificate in American Studies (2014)

## WORK EXPERIENCE

**A PLACE FOR MOM**, Senior Manager, Segment Marketing, New York, NY | June 2020 – Present

- Managed marketing initiatives across channels for the self and memory care customer segments
- Worked closely with the technology team to implement a new program to screen and nurture leads digitally

**CAMBER CREATIVE**, Senior Marketing Strategist, Remote (Contract) | March 2020 – Present

- Developed and led the company's internal marketing efforts to attract new business opportunities and manage ongoing client relationships
- Implemented marketing initiatives across the following marketing channels: email marketing, social media marketing, content marketing, lead generation
- Developed and executed the company's content marketing strategy across the blog and social
- Wrote detailed technical articles for the blog and social media platforms
- Wrote content for several landing pages for the website redesign
- Participated in client-facing efforts to help Camber's customers establish their go-to-market strategy
- Conducted marketing audits for clients to assess how they could improve their marketing strategy to reach their revenue and audience and revenue goals

**STATE BAGS**, Director of Marketing & Digital Strategy, New York, NY | 2019 – 2020

- Led the company's strategic marketing efforts across several marketing channels
- Managed the email marketing campaign strategy
- Conducted marketing, sales, and referrals analyses to drive product sales
- Performed extensive regression analyses to better understand consumer purchasing patterns and how consumers interact with the website
- Managed a team of on-site and remote professionals
- Explored repeat purchasing patterns to bolster cross-selling efforts
- Projected revenue for future collections and proposed ad-spend recommendations

**SPREZZATURA**, COO | Data & Insights, New York, NY | 2017 – 2020

- Conducted market research for several start-ups and companies undergoing restructuring processes
- Executed econometric analyses in STATA to understand the relationship between core variables of interest
- Performed consumer testing to help startups establish product-market fit and go-to-market strategy

**GENIUS EDUCATION**, Director of Special Projects, Brooklyn, NY | 2016

- Worked closely with the CEO on various aspects of the restructuring process, with a focus on internal operations, human capital development, business development, and client relations
- Managed an on-site and remote customer support team
- Optimized the flow of inbound client support requests via Zendesk
- Implemented an internal training program

**FACTSET**, Economics Research Analyst, New York, NY | 2015

- Worked with a variety of economics time series and economics estimates data to ensure the accuracy and reliability of the FactSet Economics and Estimates products
- Improved training processes and built out the QA team as the first employee on the team in New York