

Jenna Blaszczykiewicz

Marketing strategist & operations leader

Summary

Sr. Marketing Director with 11 years of experience building, integrating, and scaling marketing operations, growth strategies, and teams.

- Highly skilled with emerging technology, innovation, & Edtech products
- Excellent with GTM models for founders, startups, enterprise, & membership

Work experience

1871, Chicago, IL

Global innovation hub to tech from idea to Fortune 50

Sr. Director of Marketing

09/2022 - present

- Led strategy, creative, and operations for the launch of products (26+)
- Drove corporate messaging in M&As (3), shaping brand, website & channels
- Remodeled product funnels with complex automation & integrated content
- Rebuilt product & events landing pages (23) with SEO and demand strategy
- Revamped marketing process with efficiencies, tools, & company adoption
- Restructured newsletter (6) portfolio and increased engagement by 8-15%
- Organically generated 18K+ new LinkedIn followers from growth strategies
- Scaled team from 1 to 8 with feedback like, “Best mentor I’ve had.”
- Led strategy & launch of NFT collection “Dedicate of Innovation” for 10 year

Director of Marketing

10/2019 - 9/2022

- Synthesized the corporate product narrative into product suites (6)
- Directed experiential tech award shows (3) that generated \$2.3M net
- Rolled out social identity products (8) for women, Black, Latin, & LGBTQIA+
- Launched niche products (9) in AI, Cannabis, Foodtech, Fintech & Supply Chain
- Repositioned all products & services from 25% to 100% during pandemic
- Collaborated on development and launch of VR SaaS product, 1871 VX
- Led product, content strategy, & launch of LMS SaaS product, DGTL
- Orchestrated a complete rebrand of company with executive team & board
- Strategized with executives at: Accenture, BMO, Discover, and Verizon
- Overtook marketing strategy for promotion of 1000+/year from events team
- Streamlined product narrative with web, channels, SEM, and email
- Established an email content strategy that averages 18-44% open rates
- Optimized customer portal with better navigation and resources

V School, Salt Lake City, UT

Immersive Coding & Experience Design School

Director of Marketing & Media

01/2018 - 10/2019

- Generated 50% revenue growth in 1 year with integrated strategies
- Led full startup rebrand and relaunch to differentiate after market research

Contact

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Denver, CO

Focus areas

- Growth
- Product
- Creative
- Branding
- Channels
- Messaging
- Membership
- Partnerships
- Experiential
- M&A

Education

DePaul University

B.A. Communications
2013

Chicago, IL

University of Westminster

Abroad experience
2011

London, UK

Tools & systems

Adobe Creative Suite,
Asana, Canva pro,
Chat GPT, Google Ads,
Google Analytics,
Hubspot, Later,
Mailchimp, OpenSea,
Social channels,
Wordpress

- Oversaw strategy & production of social content for demand
- Managed \$250,000/year budget for ads in Google & all social channels
- Collaborated with partners Adobe, UVU, and Dreamworks on products
- Supported development & market launch of Experience Design product
- Launched & produced tech community events (3) to convert audiences
- Increased minority customer base by 30% with targeted ads and content

Other work experience

Growth strategy consultant , Riverrund, CO	02/2021- present
Marketing Manager , BAM Enterprises, NY,	06/2016 - 01/2018
Digital Marketing Coordinator , BAM Enterprises, NY	01/2016 - 06/2016
Marketing PM to VP , Yellowstone Club, MT	05/2015 -01/2016
Marketing Specialist , Bryant & Stratton College, NY	04/2013- 05/2015
Copywriter , Out of Order Magazine, NY	01/2012 - 01/2014

Top strengths

- Agility
- Vision
- Communication
- Scaling mindset
- Motivation

Interests

AI, Web3, data, storytelling, efficiency, creative leaps