

JESSY HANLEY

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MARKETING EXECUTIVE

Dynamic, revenue-driving marketing leader, known for innovation and unique mix of strategic, creative, operational and technical abilities. Leverages experience gained holding senior marketing and product roles at B2B, B2C and B2B2C organizations. Develops strategy-driven, high-performing teams. Cultivates work environments that value a deep understanding of the customer, data-driven decision-making and creativity. Oversees delivery of tools and processes to support internal operations that ensure an outstanding customer experience.

CORE STRENGTHS

- B2B, B2C & B2B2C Marketing
- User Acquisition & Growth
- Performance Marketing
- A/B & Multivariate Testing
- Marketing Automation
- Team Development
- Integrated Lifecycle Marketing
- User Engagement & Retention
- Social Media Programs
- VIP & Loyalty Management
- User & Market Research
- Data-Driven Decision-Making
- Brand Development & Storytelling
- Content Strategy
- Product Management
- Demand & Lead Generation
- Product Planning & Positioning
- Monetization Programs

PROFESSIONAL HISTORY

GINGER.io | Emotional well-being & mental health app for consumers & employees | San Francisco, CA 01-2017 12-2017

HEAD OF MARKETING

Lead all aspects of B2B, B2C and B2B2C marketing, including strategy, branding, product marketing, content strategy, public relations, user acquisition and growth, sales enablement and user engagement.

- **Drove consumer growth and reduced cost per acquisition (CPA) by 45%** by leveraging channels not used by competitors, adopting hyper-targeted, location-specific messaging and creating a customized conversion funnel.
- **Accelerated employer sales and increased lead volume by 30%.** Revamped employer website, created demand gen. content and sales enablement collateral with value propositions that aligned with the buyer's needs.
- **Launched earned acquisition** via content strategy that created clinically and medically valid content in a consumer-friendly voice. Launched *Headway* publication and social channels for free content distribution.
- **Transformed marketing function** by developing a new strategy while hiring & mentoring a 6-person team, fostering organizational change and establishing marketing as a valued partner for the Product, Sales & Clinical teams.
- **Rebranded Ginger.io**, including determining market positioning, brand voice, imagery and personality that resonated with customers. Hired and managed PR agency to help tell the story of the Ginger.io evolution.
- **Boosted engagement by 11% via modernized approach**, shifting to lifecycle marketing strategy with usage data and personalization while remaining HIPAA compliant. A/B tested our way to ongoing improvements.

GSN GAMES | Mobile game developer and creator of two top-10 grossing apps | San Francisco, CA 07-2013 – 12-2016

VP, MARKETING & CUSTOMER EXPERIENCE (2014 – 2016)

VP, PRODUCT MARKETING (2013 – 2014)

Responsible for all marketing, player experience and research, overseeing \$250M in annual revenue across all GSN Games titles. Managed monetization and retention marketing, cross-studio product management, brand, insights and user research, customer support, community management, social media, copywriting and public relations. Grew the team from five to 45 people in three countries and 11 offices.

- **Delivered 25% boost to revenue—three separate times within two years—**by leading Product Marketing Team through transformation of promotion and pricing strategies across the app portfolio.
- **Increased engagement and retention KPIs by 21% while improving customer experience.** Directed transition to lifecycle CRM strategy that included implementation of best-in-breed 3rd-party tools and customized features.
- **Oversaw go-to-market strategy for all app launches**, including brand building, partner marketing, PR, events, UA, CRM, social media, customer support and analytics, ensuring successful top-charting, media-covered launches.
- **Pioneered the first cross-studio product management function** that designed successful cross-portfolio features, including loyalty program, VIP customer management and in-app promotion system for segmentation and retention strategy.

- **Transformed product planning and success evaluation by establishing the first insights and research function**, which redefined corporate-wide product planning, determined market sizing and target audience, and solidified quantitative/qualitative research methodologies that included usability testing, segmentation, focus groups, surveys and ethnography.
- **Developed and led team to deliver top performance**, which resulted in a company-wide reorganization that positioned Marketing as a shared service and enabled all studios to leverage the group's practices.

PALTALK | Consumer video chat community | New York, NY

02-2013 – 07-2013

VP, PRODUCT MANAGEMENT

Accountable for the Paltalk and Camfrog products across platforms. Owned the strategic roadmap, brand positioning, user engagement and product marketing. Managed the following departments: Product Management, User Experience, Visual Design, Community Management and Customer Support.

- **Identified first-time user churn as a significant opportunity for Paltalk**. Created a plan to systematically optimize the conversion funnel, from download to first entrance into a chat room.
- **Immediately created a strategic roadmap prioritized by potential impact on KPIs**, ensuring the organization was maximizing development resources.
- **Expanded virtual currency, VIP and crown programs** to include personalization, additional virtual gifts and status features in alignment with paying user behavior.
- **Enhanced content discovery** to shift Paltalk value proposition from software offering to a content and community platform for meeting new friends.
- **Created programs to drive engagement** of first-time users as well as re-engage dormant members via gamification, social media, message casts and email campaigns.

BORDERFREE | A Pitney Bowes Company | International eCommerce & logistics services | New York, NY

06-2010 – 02-2013

VP, PRODUCT MANAGEMENT (2012 – 2013)

DIRECTOR, PRODUCT MANAGEMENT (2010 – 2013)

Created and executed product roadmap for entire Borderfree product, which generated \$36M in annual revenue, with oversight of both strategy and tactical operations; led 25 employees in product management, product marketing, project management, and technical communication.

- **Created international marketing toolkit that enabled merchants to promote product** to consumers around the world by providing country-specific solutions and allowing non-U.S. customers to "shop like a local."
- **Vastly improved ability to communicate new/upcoming features to merchants through creation of an innovative 12-month rolling roadmap** that provided structure within the fast-paced Agile environment. Enhanced merchant engagement through a "what's in the works" section of the documentation site where feature requests could be made.
- **Ensured ability to meet 3-fold increase in development capacity** by recruiting top product managers, project managers, and technical communicators to support scale-up from 12 to 55 stories every two weeks.
- **Won quarterly CEO Excellence Award, being** the only member of executive management team to do so.
- **Reversed negative conversion impact caused by inaccurate shipping quotes** by making improvements to landed cost calculator that ensured the most viable and attractive quotes were offered to international customers.
- **Guaranteed capture of holiday earnings** through design, build, and launch of Part51, an international shopping affiliate portal website.

MYPHOTOALBUM | formerly FortuneCity.com Inc. | Personal photo & video sharing | New York, NY

09-2000 – 06-2010

VP, PRODUCT MANAGEMENT

Oversaw operations for three online photo-sharing services, leading group of 20 staffers. Directed technical development, controlled product roadmap, designed enhancements, and managed usability and marketing initiatives.

- **Successfully executed rapid two-month deployment of Polaroid Studio, Polaroid's online photo and video sharing service**, for the announcement of Lady Gaga as Creative Director.
- **Boosted profile and appeal of photo services to target younger demographic** through planning and execution of multi-pronged social media strategy that incorporated Facebook fan pages and applications, Twitter and other key platforms.
- **Conceived professional services product geared toward photographers**, who accounted for 50%+ of all print purchases.

DIRECTOR OF PHOTO SERVICES

Played dual role as art director and marketing manager for all product collateral, while driving creative direction of MyPhotoAlbum. Designed visual identity for member albums and developed materials used in marketing campaigns. Drove rapid growth—150% YOY revenue gain, 250K active members hosting 60M+ photos—of MyPhotoAlbum; earned spot as Top 15 Alexa-rated photo-sharing service.

MANAGER, DESIGN SERVICES

Led team of designers, developers, and account managers delivering web design services. Oversaw proposal development, website design, and coding for customers. Played visible role as company representative in sales meetings.

PRODUCT MANAGER

Created project plans and graphical user interface (GUI) site flows for website updates and redesign initiatives. Improved testing processes for eCommerce-focused projects through development of standard procedures. Increased free-to-paid service conversions 400% **through planning/implementation of a demo application for white box web hosting services and simplification of the purchase process.**

FRONT-END WEB DEVELOPER

Served as senior web developer for corporate properties, utilizing skills in HTML, DHTML, JavaScript, Java, ASP and JSP. Designed all corporate websites.

ADDITIONAL EXPERIENCE

OWNER | *Jessy's World – Web Design & Development* | New York, NY

PROJECT MANAGER | *NBNTech Inc.* | Washington, DC

SPECIAL ASSISTANT TO THE PRESS SECRETARY | *Senator Tom Daschle, Senate Minority Leader* | Washington, DC

SPEAKING ENGAGEMENTS, ORGANIZATIONS & AWARDS

SPEAKING ENGAGEMENTS:

- Dish Women's Network Leadership Series – **"Women Who Rock Their Industry"** – [video](#)
- GDC Social Casino Postmortems – **"It's All About the Experience"** – [video](#)
- VentureBeat's VB Live – **"5 ways to get more money from your mobile app"** – [podcast](#)

ORGANIZATIONS: Women in Gaming (WIG), Girls in Tech and Board of Directors Member – The Encore and Live Out Loud

AWARDS: CEO Excellence Award, 17 web design awards, The Women Shaping the Future of Product Marketing

MARKETING & DEVELOPMENT TECHNOLOGIES

AUTOMATION & MONETIZATION: Appboy (Braze), Braintree, IAP, PayPal, Optimove, Scientific Revenue, Swrve, Square, Stripe, Urban Airship

EMAIL MARKETING: Constant Contact, EmailLabs, Litmus, MailChimp, Marketo, Pardot, Oracle (Responsys), Salesforce (ExactTarget), SendGrid, Silverpop, Mailgun

PUSH NOTIFICATIONS: Appboy, Kahuna, Oracle (Push IO), PubNub, Salesforce (Mobile Studio), Swrve, Tapjoy, UrbanAirship

SOCIAL MEDIA: Buffer, Facebook, Instagram, Google Plus, Hootsuite, LinkedIn, Offerpop, Pinterest, Snap, Sprout Social, Tumblr, Twitter, Vimeo, Vine, YouTube

USER ACQUISITION & ADVERTISING: Amplitude, direct mail, direct response TV, Facebook, Google AdSense, Google AdWords, Kochava, Supersonic, Taboola, Tapjoy, radio, Rakuten

CRM, RESEARCH, USABILITY & LOYALTY: Qualtrics, Salesforce, SessionM, SurveyMonkey, UserTesting.com, Vision Critical

ANALYTICS & TESTING: Alexa, Branch.io, Crittercism, Flurry, Google Analytics, Hotjar, Kissmetrics, Monetate, Optimizely, Oracle (Responsys), Qualtrics, Unbounce, Vertica

DEVELOPMENT TECHNOLOGIES: ActiveX, AJAX, ASP, CSS, CGI scripting, DHTML, FBML, Flash ActionScript, HTML, Java Applets, Java, JavaScript, JSP, JQuery, LAMP Stack, MooTools, MySQL, PHP, Perl, Python, Ruby on Rails, RSS, XML

EDUCATION

Bachelor of Arts in Communication | University of Maryland at College Park, College Park, MD