

Jess Kausen

CONTACT

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EDUCATION

California State University, Fullerton
BA: Communications
Minor: Entertainment Studies

BOARD MEMBER

Chuck Jones Center for Creativity
2018-Present

Newport Festivals Foundation
2020-Present

PARTNERS I'VE WORKED WITH

9:30 Club
Art Director's Club
Bandsintown
Creative Mornings
CAA
CCNYC
Cotopaxi
Danny Clinch
Delta
Disney
Electric Lady Studios
Jeff Bridges
Luck/Willie Nelson
MSG/ The Knicks
Newport Folk
New York Magazine
NPR
Pixar
Pop Up Magazine
Sesame Street
Sophia Roe
Spotify
Superfly
SXSW
Tribeca Film Festival
Venus Williams

EXPERIENCE

2021 - 2023

Bombas

Senior Director of Partnerships

- Led the team responsible for multi-million dollar revenue driving licensing collaborations and brand awareness partnerships, increasing revenue by 30% in my first year with partners like Disney, Sesame, Cotopaxi, Sophia Roe, Venus Williams, and Pixar
- Partnered with Bombas Executive leadership team to develop 3-year growth strategy for both licensing and brand-building partnerships. Translated partnership strategies into actionable plans, overseeing end-to-end execution of all partnerships including inbound & outbound management, pitching, contract negotiations, product development, and go to market plans
- Reported directly to Co-Founder; overseeing cross-functional working teams to bring partnerships to life, including Product, Creative, Legal, Finance, Marketing, and C-Suite
- Managed detailed reporting from various internal and external data sources to optimize future partnership programs based on key learnings

2013 - 2021

Squarespace

Strategic Marketing Partnerships Lead

- Managed partnerships team to drive Squarespace's brand growth within core verticals through co-marketing, licensing, product integration, and event sponsorships with complementary brands and talent
- Developed and managed dozens of innovative multi-channel partnership programs annually, leading the team from contract negotiation to completion in a high growth and intensely cross-functional environment, ensuring partnership KPIs were met
- Accountable for all tracking, analysis, and reporting for qualitative and quantitative partnership program metrics to inform optimization
- Managed partnerships of all types, from platform product integrations, to Super Bowl campaigns; from music festivals sponsorships to the first-ever multi year/multi million dollar NY Knicks patch deal
- Responsible for launching Squarespace Brand Ambassador program, growing from 12 to 40 full time annual ambassadors in just 1 year across US & Global markets

Events Marketing Manager

- Comprehensively managed Squarespace's events marketing strategy and oversaw execution of 350+ event sponsorships spanning US & UK markets to build brand ambassadorship and drive brand awareness in key verticals, including design, film, food, and music

2012 - 2013

Ray Bloch Productions

Producer

- Produced large-scale conferences, special events, and concerts featuring celebrity music entertainment for clients like The Creative Coalition, The Future of Storytelling, Genzyme, NBC, Telemundo, and Time Inc.

2009 - 2012

Museum of the City of New York

Manager, Events Sales & Special Events

- Responsible for generating earned revenue by effectively marketing and booking the Museum's landmark building for rental by third parties and managing all internal events

2004 - 2008

Linda Jones Enterprises

Special Events Coordinator

- Responsible for creation, planning, and implementation of all gallery events