

Jessica Kausen

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www.jessicakausen.com

ABOUT

Motivated and results-driven marketer with a focus on developing impactful go-to-market strategies for SaaS and DTC eCommerce sectors. Excels in brand and product marketing through effective cross-functional team collaboration, data-informed strategy, and creativity. A left brain and right brain marketer who can leverage a blend of creative strategy and analytical insight

KEY COMPETENCIES

Go-to-Market Strategy	Strategic Partnerships	Consumer Insights Analysis
Brand & Product Marketing	Cross-functional collaboration	Proactive and self-motivated
Data-driven Strategic planning	Excellent communication skills	Exceptional organizational skills

PROFESSIONAL EXPERIENCE

SPANX

Present

Director, Brand Strategy & Partnerships

- Leading the creation, implementation, and integration of brand marketing strategies and activations in the overall integrated marketing process, working closely with cross-functional teams to ensure success
- Analyzing the performance of brand strategies and partnership initiatives, leveraging data-driven insights to make informed decisions and optimize future campaigns
- Identifying and cultivating strategic partnerships with key influencers, industry leaders, and like-minded brands to amplify brand reach and foster community growth
- Developing and overseeing the execution of creative and impactful brand experiences, events, and activations that foster a deeper connection with our customers and stakeholders
- Managing relationships with key agencies, including PR, Paid Social, and Media, ensuring brand strategies and goals are clearly communicated and deliverables are fulfilled

BOMBAS

Jan 2021 - June 2023

Senior Director, Partnerships

- Collaborated closely with Bombas executive leadership to architect a 3-year growth strategy encompassing licensing and brand-building partnerships
- Skillfully translated partnership objectives into actionable plans, guiding end-to-end execution across all facets, including inbound and outbound management, persuasive pitching, adept contract negotiations, product development, and meticulous go-to-market strategies
- Reported directly to the co-founder, overseeing cross-functional teams to breathe life into partnerships, leading collaborative efforts across Product, Creative, Legal, Finance, Marketing, and C-suite functions to ensure seamless partnership implementation and success
- Spearheaded a 30% revenue surge in the first year, forging impactful alliances with renowned brands including Disney, Sesame Street, Cotopaxi, Sophia Roe, Venus Williams, and Pixar
- Applied keen oversight to manage detailed reporting from diverse internal and external data sources, leveraging key insights to optimize future partnership programs and drive continuous improvement

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PROFESSIONAL EXPERIENCE CONTINUED

SQUARESPACE

2013 - 2021

Strategic Marketing Partnerships Lead

- Led a dynamic partnerships team driving Squarespace brand expansion across key verticals through strategic co-marketing, licensing, product integration, and event sponsorships with complementary brands and talent
- Spearheaded the development and execution of numerous cutting-edge multi-channel partnership programs annually, guiding the team from contract negotiation to successful completion in a fast-paced, intensely cross-functional environment. Ensured alignment with partnership KPIs to drive impactful outcomes
- Held accountability for comprehensive tracking, analysis, and reporting of qualitative and quantitative partnership program metrics, leveraging insights to drive continuous optimization and enhance performance
- Managed diverse partnership initiatives, from platform product integrations to high-profile Super Bowl campaigns and music festival sponsorships, culminating in milestone achievements such as the groundbreaking multi-year, multi-million dollar New York Knicks patch deal

Events Manager

- Strategic management of the events marketing strategy, meticulously managing the execution of over 350 event sponsorships across the U.S. and UK markets. These efforts aimed to foster brand ambassadorship and enhance brand visibility in pivotal verticals such as design, film, food, and music

RAY BLOCH PRODUCTIONS

2012-2013

Producer

- Orchestrated large-scale conferences, special events, and concerts showcasing celebrity music entertainment for esteemed clients, including The Creative Coalition, The Future of Storytelling, Genzyme, NBC, Telemundo, and Time, Inc.

MUSEUM OF THE CITY OF NEW YORK

2009-2012

Manager, Event Sales & Special Events

- Generated earned revenue through strategic marketing and third party booking of the Museum's iconic building for rental and managed production of all internal events and fundraisers

EDUCATION

BA Communications

Minor: Entertainment Studies
California State University, Fullerton

BOARD POSITIONS

Chuck Jones Center for Creativity

2018 - Present

Newport Festivals Foundation

2020 - Present