

Christine Jennings

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- Passionate marketing leader with 15+ years of experience leading global product marketing, social and integrated campaigns for large brands, mobile applications and cloud services.
- Manage and lead product marketing for four Sales Cloud add-on solutions driving \$350M+ in annual recurring revenue.
- Launched innovative content and a new video series for Quotable. Driving new subscribers by 35% year over year.
- Successfully managed a key strategic program within the Adobe Creative Cloud campaign; acquisition and loyalty of the design customers through the Adobe Mobile Drawing initiative.
- Mid-Market, Enterprise, B2B and B2C experience.

Experience

Salesforce

AUGUST 2015 - PRESENT

Director of Product Marketing & Integrated Campaigns, Sales Cloud

- Drive and manage the integrated marketing strategy and Go-To-Market plans across the marketing mix. Develop messaging and positioning to deliver in customer workshops, Blogs, paid social media, ABM, Webinars and events for Salesforce CPQ/Billing, Sales Cloud Einstein and Partner Communities. (the add-on solution portfolio to Sales Cloud)
- Enable sales teams with customer insights, first pitch presentations and targeted industry information to exceed sales and quarterly quota targets.
- Manage a team of high performing product marketers to deliver, analyze and optimize messaging and campaigns to drive demand gen for the emerging businesses in the Sales Cloud portfolio. (5 direct reports)
- Responsible for pipeline forecasting, reporting and analysis of integrated campaign marketing plans and tactics. Provide executives quarterly marketing metrics, performance reviews and insights to drive strategic decisions and optimize the Go-To-Market impact to our customers.
- Increased pipeline for the Salesforce CPQ/Billing solution by 105% year over year.
- Manage a \$2.5M annual marketing budget.

Adobe

JANUARY 2013 TO MAY 2015

Senior Manager & Strategist Creative Cloud Social Media

- Drove monthly and quarterly social analytic reviews with business partners and executives to measure the effectiveness of integrated campaigns, driving awareness and retention of Creative Cloud subscriptions for \$175M a year.
- Managed and motivated a team responsible for the channel management and content development of the Design and Video communities for the Creative Cloud. (4 direct

reports)

- Digital editor of all the content of the Design and Video communities for the Creative Cloud on Twitter, Facebook, Instagram and the Creative Cloud Blog; resulted in 65% growth year over year and representing a 7.5M social marketable universe.
- Developed, lead and created the marketing plans to engage and grow the creative community of the Creative Cloud. Effectively executed a new "mobile workflow for designers" worldwide campaign (developing website content, customer experience and trial conversion metrics). Exceeded new customer acquisition goals by 70% in the first six months.
- Managed an annual worldwide marketing budget of \$1M.

Senior Product Marketing Manager, Creative Cloud for Web Pros and Mobile Touch Apps

JANUARY 2010 TO JANUARY
2013

- Drove development, execution, and optimization of worldwide acquisition plans to migrate existing Creative Suite Web Premium (\$97.5M in annual revenue) customers and attract new members to Creative Cloud.
- Product marketing lead for worldwide launches of Creative Suite for web professionals. Drove design and content development of the web and mobile experiences for sites localized in 36 languages across 54 websites.
- Product marketing owner working with cross functional teams to maintain compelling visual assets, videos and SEO search terms to drive trials, conversion and engagement on Adobe.com resulting in an increase of 55% ARR (Annual Recurring Revenue)
- Collaborated closely with product management to develop launch strategy, budget, messaging, and schedule.
- Developed the global marketing messaging and intergrated marketing campaigns to web design customers for Adobe Dreamweaver (\$47.5M in annual revenue)
- Managed the strategy, messaging and execution of the go-to-market plans for a new line of Creative Cloud mobile touch apps for creative pros: Adobe Proto (Android) and Edge Inspect (multiple platforms)
- Developed and managed annual worldwide marketing budget of \$2M.

Product Marketing Manager, Creative Suite Web

JANUARY 2008 TO
DECEMBER 2009

- Drove marketing programs leveraging digital marketing, social media, PR, email campaigns, website design/content, events and industry partnerships to drive deep engagement of Creative Suite for Web software.
- Presented product demos for Fireworks and Dreamweaver showcasing our product roadmap to field sales teams, user conferences and product launch press briefings.
- Key member of core mobile app worldwide launch team. Managed the integrated team responsible for messaging, developing master brief, and driving core content for vertical and horizontal job functions for web designers.

Campaign Marketing Manager

JANUARY 2006 TO
DECEMBER 2007

- Launched Adobe's 25th Anniversary celebrations aligning worldwide internal and external communications programs and campaigns.
- Managed agency relationships and lead cross functional teams to reach project milestones and communicate corporate positioning.
- Key member of the branding, marketing and strategy team developing the initial framework to launch a new Adobe Air platform and product offering to the worldwide market.

Macromedia

APRIL 2005 TO DECEMBER
2005

Integrated Marketing Manager - Telecom Solutions

- Initiated, developed and managed the messaging for the Flex and Breeze products to the Telecommunication vertical business.
- Managed intergrated marketing campaigns worldwide with cross functional teams and increased online visits to the product sites by 50% quarter over quarter.

Independent Consultant

DECEMBER 2001 TO
SEPTEMBER 2004

- Provided marketing and business strategy consulting for B2B & B2C customers and companies. (Sothebys, NCG Communications and the Junior League of San Francisco and two incubator start-ups)

Education

Christopher Newport University

Bachelor of Science in Business Administration & Minor in Marketing

The College of William and Mary

Business Leadership Courses

Certifications

Women Unlimited LEADS Program

NOVEMBER 2014
