

JASMINE BROWN

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EDUCATION

Bachelor of Science in Marketing

University of San Diego,
San Diego, CA
September 2007 – May 2011

KEY SKILLS

- Brand marketing strategy
- Demand generation
- Digital marketing campaigns
- Content development
- SEO marketing

A chief marketing officer with 10+ years of experience, specializing in brand messaging, marketing strategy, content development, and SEO marketing. A strong history of collaborating with C-level executives to define high-impact brand strategies and marketing campaigns.

PROFESSIONAL EXPERIENCE

Chief Marketing Officer

North Light Insurance Inc., San Diego, CA | November 2016 – Present

- Coordinate with the CEO, marketing team, and other C-level executives to define overarching marketing strategy and brand messaging for insurance solution products based on market landscapes, target demographics, and brand identity
- Manage and build a marketing department with 20+ personnel to execute demand-generation activities and digital campaigns, contributing to a 15% increase in revenue
- Collaborate cross-functionally with the CFO and COO to develop and allocate an annual marketing budget valued at \$800K

Chief Marketing Officer

Stellar Technologies, San Diego, CA | May 2011 – November 2016

- Managed all marketing activities for a startup technology company delivering HR software solutions, which included collaborating with the CEO to define brand identity
- Executed paid search, SEO, and digital marketing campaigns to grow web traffic by 200% and supported a 125% increase in sales over two years