

**Jasmine Lindstrom | Product & Partner Marketing Manager**  
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Results-focused marketing professional with over 7 years of experience in the B2B technology and telecommunications industries. Responsible for the management and delivery of an extensive product portfolio that includes Cloud, Cybersecurity, Unified Communications and Virtualised Platforms. Planned and implemented marketing strategies and campaigns that enabled a growing start-up (CloudCall), with initial revenues of £1.6 million in 2014 to reach revenues of over £11 million in 2019.

**AREAS OF EXPERTISE**

Product Positioning & Building Value Propositions

Go-to-Market Launches

Global, Multi -Channel Strategies

Budget Management

Marketing & Sales Process Alignment

Corporate Branding & Communications

Channel & Partner Marketing

Sales Enablement

Customer Engagement & Lifecycle

Event Management

**TECH FOCUS**

Salesforce

Marketo

Pardot

Dotmailer

Hubspot

Mailchimp

Illustrator

Photoshop

Indesign

Premiere Pro

Wordpress

Google Analytics

GoToWebinar

Buffer

Hootsuite

Microsoft Office

**ACHIEVEMENTS**

Driving, managing and implementing the global marketing strategy for CloudCall's full portfolio of products, resulting in user growth of 45% from the end of 2016 until the end of 2017 and revenue growth of 42% during the same period.

Developing and delivering product marketing strategies and go-to-market launch plans for multiple product releases in the same month. Resulted in global sales pipelines of over £150,000 for the products launched.

Established full prospect and customer lifecycle marketing campaigns using Marketo, Pardot and Salesforce. Through tailored and personalised demand generation campaigns, the CloudCall Sales and Account Management teams were able to generate opportunities with a total value of approximately £700,000.

**February 2021 – Present: Product & Partner Marketing Manager at Six Degrees.**

Developing and delivering go-to-market strategies and campaigns for existing products within Cybersecurity and Cloud, collaborating with internal teams on launch plans for lead and demand generation.

Leading on the creation and development of value propositions for a range of Cybersecurity and Cloud products and services, generating pipelines of £300,000.

Coordinating and collaborating with industry and software partners including Microsoft, VMware, and Citrix on joint marketing initiatives and campaigns. Responsible for the management and optimisation of Six Degrees listings on the Azure Marketplace.

Developing sales enablement toolkits and battlecards, enabling improved sales conversations. Leading on the creation and maintenance of sales collateral including product overviews, presentation decks, and emails.

**March 2020 – February 2021: Product Marketing Manager at CloudCall.**

Lead on the creation and development of customer value propositions for multiple CRM integrations and new features and is responsible for communicating and sharing these with key stakeholders.

Developed go-to-market strategies for new products and features and collaborating on launch plans for lead and demand generation campaigns. Managing all communications to customers, including gathering feedback and reviews.

Responsible for building competitive intelligence resources, which include competitor feature comparisons that are used by the Product team to guide development, as well as creating Sales enablement collateral such as Battlecards and Competitor Profiles.

## EDUCATION

Sept 2012 - Sept 2013,  
Loughborough  
University:

MSc in Marketing &  
Management

Sept 2008 - July 2011,  
Cardiff University:

BA Archaeology

Sept 2006 - June 2008,  
Dubai College:

4 A Levels & 1 AEA in  
History, English,  
Economics, French &  
AEA History

Sept 2004 - June 2006,  
Dubai College:

10 GCSEs A\* - B,  
including Maths (A),  
English (A/A) & Arabic  
(A\*).

## INTERESTS

Reading

Cooking

Baking

Travel

Watching sports

## REFERENCES AVAILABLE ON REQUEST

In charge of the evaluation and analysis of all CloudCall's pricing and service levels, and of building competitive commercial propositions for the Sales and Account Management teams.

Lead on the development and maintenance of all sales collateral for new and existing products, collaborating with the marketing team on resources which include leaflets and brochures, landing pages, videos and emails.

Trained all internal teams on new products and features. This includes sessions that communicate the value propositions and USPs as well as live demos of our new products, and the creation of training guides and videos for customers within our Training Academy.

### **May 2017 - March 2020: Marketing Manager at CloudCall**

Full responsibility for the marketing budget - analysed all data and reports to ensure that the budget is spent efficiently across the right marketing channels to achieve the highest ROI.

Managed and guided the marketing activities for a team of 2 direct reports. Performed monthly performance appraisals, providing support and training to enable their growth and personal development.

In collaboration with the CloudCall Executive Team and the business directors: revamped, created and developed the corporate branding, messaging and positioning, as well as providing the Product team with guidance to better compete in the CCaaS and the UCaaS market.

Responsible for the full implementation of Pardot and its integration into Salesforce.

Developed, designed and built the CloudCall website, using WordPress, including the creation of all content and graphics.

Solely in charge of managing and maintaining the company's database of up to 190,000 contacts. Eliminated inefficient data management methods, simplified and automated processes to ensure that the data is consistently fully updated.

### **March 2014 - May 2017: Marketing Executive at CloudCall**

Executed Marketo and Salesforce campaigns to qualify and manage lead generation efforts. This included the creation of lead scoring mechanisms and lead source management, leading to more qualified Sales leads and highlighted the marketing campaigns that generated the highest ROI.

Fully aligned marketing and sales through the implementation of key processes. Established SLAs that both teams adhered to, which increased the lead flow to Sales and ensured that all leads were consistently followed up with or recycled into demand generation campaigns.

Negotiated, planned and organised CloudCall's attendance and sponsorship at multiple industry conferences and events, globally - designed and created all of the messaging and graphics for sales collateral including leaflets and exhibition stands and aligning Sales pitches and messaging. Consistently delivered a high ROI from exhibiting and sponsoring at industry and partner events and exhibitions, with returns of up to 500% from initial spend.

Created and maintained all sales enablement collateral including product leaflets, guides, sales proposals and pricing documents, eBooks, case studies, videos and presentations, driving sales engagement with their prospects.