

Jennifer Buck

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15+ years of experience strategizing and executing high-visibility marketing initiatives, leading project support staff and remote teams. Designed, developed and distributed 100+ campaigns to targeted audiences and within specific KPIs. Managed significant website redesign, implemented brand redesign and brand refresh. Designed and developed 25+ marketing templates for use by internal stakeholders and client teams.

WORK EXPERIENCE

Nasdaq, New York, NY

2018 – Present

Director of Marketing, Global Data and Analytics

Marketing manager responsible for strategic and tactical activation of global campaigns across 100+ market and investment data products, including commodities, regulated, unregulated, and alternative data. Coverage across the Americas, APAC and EMEA regions, including developing areas in Asia, the Middle East, South Africa and South America

- Collaborate with product and sales teams to strategize, then activate lead generation and general awareness campaigns, driving sales toward annual revenue goals
- Increased marketing-influenced closed won deals by 44% yoy across all data and co-marketing programs
- Drove sales opportunities of newly launched commodities product to \$800k ARR in less than one month from top-of-funnel targeting
- Significant expansion of co-marketing program with top data partners, resulting in the 2 largest marketing campaigns to date by engagement, with 27K+ click-throughs and sales contacts from bottom-funnel prospects
- Manage annual data and analytics marketing budget of \$850K, including events, content, distribution and co-marketing

AQR Capital Management, Greenwich, CT

2011 – 2017

Vice President of Marketing

Creative strategist and designer responsible for visuals, technical solutions and implementation of large creative projects across all channels, including digital media, print and events

- Implemented email marketing system to manage campaigns and provide actionable analytics, resulting in significantly improved quality, productivity and consistency
 - Communications doubled to over 1000 touchpoints during the next year with marked increases in client and sales engagement
 - Wrote and conducted training on process, best practices and reporting
 - Designed and created library of email marketing communications, including newsletters, invitations, publication announcements and reports integrated with website CMS

- Managed email marketing support staff to provide best practice design and distribution along with sales support
- Managed significant website redesign, development and roll-out
 - Growth from a 6-page informational site to 100+ pages of unique client-centric content
- Implemented updated brand design across all marketing materials
 - Included new logo design, color scheme and imagery
 - Implemented brand refresh two years later, resulting in a more modern, consistent brand across all platforms and marketing channels
- Designed and developed custom event registration sites to accommodate sophisticated event attendees and strict regulatory compliance practices
- Designed and launched online event toolkit which resulted in dramatic improvement in brand consistency and client relationships for the sales team and internal stakeholders
- Designed and developed departmental website on SharePoint platform

Florida International University / Consultant, Miami, FL
2009 – 2011

Graduate student in management studies

As a consultant, implemented several client, firm and philanthropic communication projects

- Streamlined high-profile event invitation process in order to manage attendee inquiries and special requests
- Managed team of 10 entry level employees in a fast-paced, challenging B2C environment within the entertainment industry

UBS Investment Bank, Stamford, CT
2001 – 2009

Creative Supervisor

Creative supervision of UBS brand application for internal and external marketing collateral

- Managed project workflow for client marketing presentations department, ensuring adherence to firm branding guidelines
- Managed staff in five satellite offices around the U.S.
- Monitored and maintained efficient real-time resource usage between offices in Los Angeles, San Francisco, Chicago, Houston and Stamford, CT
- Created and implemented instant messaging groups for more efficient communication, greater accuracy and increased productivity among offices
- Received the UBS Thank You Award, nominated by the Corporate Communications Department for my work creating innovative solutions to communicate with clients and employees
- Worked with Compliance and Legal departments to ensure regulatory compliance for all marketing materials

PREVIOUS WORK EXPERIENCE

Viacom / Paramount Pictures (Creative Affairs in New York and Los Angeles)

Merchant-Ivory Productions (Production Team)

The Guild Group (Studio Manager)

Bear Stearns (Graphics Designer)

EDUCATION

Graduate Student in Management

Florida International University, Miami, FL

Bachelor of Science / Finance

Post University, Connecticut

TECHNICAL SKILLS

Adobe Creative Cloud: InDesign, Photoshop, Illustrator, After Effects, Premiere Pro

Microsoft Office Suite: Word, Excel, PowerPoint

CMS: Sitecore

CRM: Salesforce

HTML, CSS, JavaScript

Social Media: LinkedIn, Facebook, Twitter, Sprinklr

SharePoint Editor and Designer

Email Marketing Platforms, Eloqua, Act-On