

Bridgette Jensen

PROFESSIONAL SUMMARY

Director of Marketing leading integrated, multi-channel marketing, brand strategy, and performance marketing programs across B2C and B2B marketing within diverse, high-growth technology companies. Brings proven skills in creating scalable marketing programs and applying data, insights, and technology to directly impact leads, acquisition, retention, and revenue growth. Collaborates across teams to align brand and marketing strategies with business priorities. Resourceful, hands-on leader who combines strategic vision with a disciplined, process-oriented approach to developing growth strategies and driving marketing initiatives from strategy through execution.

KEY SKILLS & EXPERTISE

Integrated Marketing Strategy	Brand Marketing	Acquisition & Retention
Demand Generation	Product Marketing	Go-to-Market (GTM) Strategy
Performance Marketing	Marketing Analytics	Marketing Operations & AI Automation
Budget Management	Team Leadership/Development	Customer Journey Optimization

PROFESSIONAL EXPERIENCE

- Director of Marketing, OptimaED, LLC**Nov 2022 – Present
- Drives the marketing strategy for a mid-stage education technology start-up, accountable for lead generation, customer acquisition, brand and product marketing, lifecycle programs, and creative execution for the B2C and B2B markets. Manages the strategic partnership with Meta and external agency relationships, leads 4-member marketing team, and directs \$1.2M budget.
- Grew YoY marketing leads by 82% (11K to 20K) by scaling demand generation, customer acquisition, and multi-channel strategies to build pipeline and increase market reach.
 - Increased lead conversion 20 percentage points (60% to 80%) by refining audience targeting, strengthening sales and marketing alignment, and optimizing channel investments, resulting in increased ROI and lower cost per inquiry (CPI).
 - Improved campaign performance, budget optimization, and reporting efficiency by applying AI-driven automation and marketing technology to streamline execution and elevate team productivity.
 - Enhanced market positioning by leading the strategic rebranding of the consumer and B2B business that delivered a unified brand framework and refreshed website and customer-facing assets.
 - Expanded market reach into new customer segments by developing integrated marketing campaigns and targeted messaging across paid, social, and streaming channels
 - Elevated organizational credibility and executive visibility for the CEO by creating thought leadership opportunities that secured media placements, speaking engagements, and influencer partnerships.
 - Strengthened lead management and pipeline visibility by implementing CRM system that centralized lead data, automated marketing workflows, and enabled seamless execution of email and text lead nurturing programs.

- Marketing Director, Homegrown Communications**Jun 2022 – Nov 2022
- Advised clients on growth strategy, customer acquisition, demand generation, and customer success initiatives through digital and email marketing, advertising, social media, and CRM campaigns.

- Marketing Director, LabLynx**Jun 2021 – Jun 2022
- Owned end-to-end marketing for B2B software company, encompassing digital marketing, brand management, content strategy, and demand generation. Operated as player-coach to the marketing team. Directed marketing budget and spending allocations to drive growth and meet aggressive lead goals.
- Drove brand consistency by leading a corporate rebranding initiative, launching new website, and integrating refreshed messaging across marketing, sales, and customer communications.
 - Generated 450 marketing leads within 4 months by rapidly scaling digital marketing efforts and partnering with Sales on pipeline management and lead nurturing strategies to improve conversion.
 - Raised search rankings by 50 spots on key terms through content changes and link-building initiatives.

- Amplified engagement across company social media platforms by crafting and implementing brand, product, and industry messaging, resulting in increased lead generation and higher product utilization.
- Introduced a new sponsorship package to fully leverage owned marketing assets, deliver incremental revenue, and strengthen partner relationships.

Operative IQ

May 2015 – Jun 2021

Marketing Communications Manager | Jul 2018 – Jun 2021

Led demand generation, digital marketing, PR, and customer engagement efforts for B2B SaaS company. Developed integrated campaigns that increased leads, enhancing brand visibility, and drove product adoption.

- Boosted website conversion 160% by streamlining the user experience (UX) design, improving on-page search engine optimization (SEO), and adding keyword-rich content and product videos.
- Gained 400+ marketing leads through targeted online marketing, digital advertising, and SEM, and collaborated with sales to support lead conversion and pipeline management.
- Optimized campaign performance and lead generation by leveraging marketing analytics to refine audience targeting and tailor messaging and content.
- Built brand visibility and media presence by introducing earned media into the marketing mix and securing placements through strategic networking with industry publication editors.

Prior Roles: SEO Analyst, Client Services Coordinator | Jul 2015 – Jan 2018

Grew awareness, site visits, and conversion through SEO and social media platforms; analyzed performance metrics to make data-informed decisions and optimize content.

EDUCATION & CERTIFICATION

Master of Arts(MA), Advertising & Public Relations, The University of Alabama

Bachelor of Arts (BA), Broadcast & Public Relations, Mississippi State University

Accreditation in Public Relations (APR) | Universal Accrediting Board | 2026 Candidate

Google Ads Search, Google Analytics | Google

Professional Broadcast, State of Georgia

TECHNICAL & SOFTWARE PROFICIENCIES

Salesforce | HubSpot CRM | MailChimp | Jira | SEMRush | WordStream | Google Ads | Google Analytics 4 (GA4) | Claude Code | Manus AI | PR Newswire | TikTok Ads Manager | LinkedIn Campaign Manager | Meta Ads Manager | Elementor | WordPress | Canva | Adobe Creative Cloud | Final Cut Pro | Microsoft Office Suite: Word, Excel, PowerPoint