

# Jennie Legary

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## Director of Marketing & Growth Specialist

*Business-savvy professional with 15+ years of experience in digital marketing, sales, and business development. Proven track record of success in project management, overseeing product roadmaps & delivery, directing brand expansion & partnerships, and developing creative content for growth & user acquisition. Highly-skilled in organizing and implementing successful marketing campaigns for a wide range of industries, such as the performing arts, luxury goods/services, real estate, alternative energy, fintech, and blockchain from initial launch to expansion. Expertise in GTM strategies and forming external partnerships while maintaining strong relationships with key product and sales teams. Intuitive knowledge of leveraging marketplace opportunities to meet business goals through deep understanding of digital processes and technologies that enhance the customer experience and drives growth.*

### — Areas of Expertise —

Strategic Marketing Planning & Execution | Digital Marketing B2B/B2C | Email & Content Marketing  
Social Media Marketing | Paid Media Strategies | Budget Optimization | Digital Project & Campaign Management  
ROI/ROAS Analysis | Audience Development | User Acquisition | Partnerships

### — Career Accomplishments —

Invited to speak on a Women's Leadership panel at **Horasis, China Meetings: Kiev, Ukraine (2018), Las Vegas, NV (October 2019)**.  
First Marketing Hire and Contract CMO, hiring a team of 5 design/content marketers and resulting in over 100k followers in 48 hours.  
Advised various social media campaigns and Anti-Bullying initiatives for an international non-profit organization. Co-Founded, Branded, and Marketed an e-Commerce store with a successful one-day launch of \$1.2k in Sales.

## Professional Experience

Minuet Media

San Francisco Bay Area

### **Contract CMO & Marketing Consultant**

9/2018 – Present

Provide expert level consultancy support to individuals, artists, small businesses, non-profits, and emerging start-ups on content marketing/design strategies by using email/inbound marketing, increasing SEO/SEM visibility and increasing brand positioning. Optimize omni-channel campaigns by establishing a cohesive style of voice, generate meaningful content to enhance organic engagement, and execute strategies for ultimate growth and ROI.

#### *Key Accomplishments:*

- Successfully rebranded an Energy R&D company from logo to design to web development for fundraising campaign raising \$3M

imusify

Berlin, Germany

### **Marketing Consultant, Interim CMO**

1/2018 – 7/2019

Managed high-performing team of 5 managers in content marketing, UX/UI product design, copywriting, and operations. Edited, researched, and co-authored white papers and other content needed for marketing and public relations. Played a key role as creative director by developing innovative marketing campaigns and integrating design.

#### *Key Accomplishments:*

- Joined CEO and CFO on an investor tour throughout Europe entering in pitch competitions raising over \$1.5M

Teatro Dell'opera Di Roma

Roma, Italia

### **Marketing Assistant ("Fabbrica" Young Artist Program)**

2/2017 – 12/2017

Held key responsibility for administering and launching creative campaigns across all social media channels, while managing web content for Italian-to-English translations.

#### *Key Accomplishments:*

- Directed and produced "Fabbrica" Application video shared to both YouTube and Facebook channels with 4k+ views in Italy and abroad. Initiated a paid social media campaign with video shared over 2k times on FB and increased program applications by 40% YOY.

The Wall Cloud, LLC

DC/Luxembourg, EU

**Operations Support & Marketing Manager**

10/2014 – 1/2017

Officiated distributed team meetings, engaged in strategic planning, and edited all corporate communications, focusing on identifying key areas of improvements regarding sales & marketing outbound campaigns. Analyzed financial data and programming initiatives for preparing EOY reports to stakeholders. Assumed key accountability for providing ongoing editorial support for whitepapers, marketing materials, social media updates, and publications.

*Key Accomplishments:*

- Revamped a new pitch deck for investor presentations to secure potential clients and leverage partnership opportunities at Bank of America and Chase Bank.

Equity Residential (Formerly Archstone)

New York City, New York

**Assistant Property & Marketing Manager**

3/2007 – 6/2014

Led real estate sales and property maintenance team of 18 employees. Managed all social media marketing roles/activities. Facilitated general manager in all residential and financial accounting and business operations. Conducted budgeting and sales projections, including weekly reporting to senior management for pricing and revenue variances. Examined overall operational expenses, purchase card transactions, budget reports, and residents' billing and ledgers. Formulated and distributed all inter-office and outgoing client communications and notifications.

*Key Accomplishments:*

- Increased resident retention rate by implementing a monthly newsletter, surveying residents, and creating special resident events tailored to the UWS residential demographic.

## **Education and Credentials**

**Master of Performing Arts Management** | MIP/Accademia Teatro alla Scala – Milan, Italy

**Bachelor of Music, Vocal Performance** | University of Colorado at Boulder – Boulder, Colorado

### Professional Development

Courses in Web Design & New Media, **Academy of Art University**

Courses in Real Estate Business, Finance, and Investment, **New York University**

### Technical Skills

Active Campaign (Partner) | Adobe Creative Suite (CC5): Acrobat, InDesign, Illustrator, and Photoshop | AMSI | Avetti CSR | Canva | Citrix | CoStar Database | ConstantContact | GitHub/GitLab | Hubspot | In Vision | Google: AdWords/Analytics/Apps/Business/Calendar | Microsoft: Office, Excel, Publisher | Mail chimp | Magneto | Marketo | Moz | MRI | Onsite/Real Page | SendGrid | Pardot | SafeRent | Salesforce (advanced) | SEMrush | Shopify | Sitemap XML | Squarespace | HTML5/CSS3 | Tableau | JavaScript | WordPress | ZenDesk

### Associations & Interests

SF Bay Area Born & Raised | Manhattan Resident for 7 years | Studied & Lived in Europe for 5 years | Italian, B2, French, A1 | Volunteer Lawyers for the Arts (VLA) – MediateArt Artist Volunteer Program | Vascular Birthmarks Foundation -- Board Member 2008-2015 | Interests: Photography | Film | Performing Arts | Golf | Traveling | Investing | Entrepreneurship