

Jennifer Ballard

Marketing Director | Marketing Manager | Content Marketing & Growth | Events
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EXECUTIVE PROFILE

Senior content marketing leader with 15 years of experience driving growth through content, email, SEO, launches, and integrated campaigns for B2B education, events, and personal brands. Known for setting clear marketing direction, building content operations, and leading teams that turn ideas into measurable revenue impact. Comfortable operating at Director, Senior Manager, or Manager level depending on company stage and needs.

SIGNATURE IMPACT

- Drove content-led demand generation contributing 80-90% of annual company revenue at a global marketing education brand.
- Increased conference ticket sales 248% over five years through integrated content, email, and social campaign strategy.
- Scaled a global affiliate and partnership program to 260% of prior year, generating \$400K+ in incremental revenue.
- Promoted within one month of hire to lead marketing for an additional business line.
- Launched and scaled new brands, products, and events from concept through execution.

LEADERSHIP & CORE STRENGTHS

Content Marketing Strategy • Content Operations • Marketing Leadership • Brand Positioning & Messaging • Editorial Direction • SEO & Organic Growth • Email Marketing & Automation • Demand Generation • Event & Launch Marketing • Integrated Campaigns • Team & Agency Management • Marketing Analytics & Reporting • AI-Assisted Content Creation

EXPERIENCE HIGHLIGHTS

Office Dynamics International – Marketing Manager & Strategist

Lead content-driven marketing strategy for two brands, overseeing launches, events, content operations, and team execution. Manage 9 product launches annually, monthly webinars, and a 500-person conference. Launched a new personal brand including book, newsletter, ecommerce merchandise, and live/online launch events. Built a scalable content system, supervised a social media specialist, and drove early audience growth across email and social channels.

Motivating The Masses – Brand Partnerships Strategist | Affiliate Manager

Owned global affiliate and partnership marketing strategy supporting ~20 live and virtual events annually. Rebuilt the affiliate program to 260% of prior year and increased affiliate revenue 160% in year one. Led partner negotiations, launch strategy, funnel content, and on-site/video production supporting revenue-generating events and promotions.

Social Media Examiner – Marketing Manager | Product Manager (Conference)

Early marketing leader at the world's leading social media marketing education company. Led content, email, and demand-generation strategies that drove the majority of company revenue. Managed cross-functional teams and agencies, pioneered new revenue programs, and played a key leadership role in marketing a 4,000-person international conference.

EDUCATION & CREDENTIALS

MBA, Marketing – University of California, Irvine

BA, Cum Laude, International Relations – University of Southern California