

(562) 639 - 4986

jeanetteortiz@gmail.com

www.linkedin.com/in/jeanette-ortiz



# JEANETTE ORTIZ

GROWTH STRATEGY | PROJECT MANAGEMENT

## EDUCATION

### MBA

Hult International Business School  
2017-2019

### Master in Disruptive Innovation

Hult International Business School  
2017-2019

### Bachelor of Arts in Psychology

California State University,  
Bakersfield  
2009-2013

## SKILLS

### Innovation Design

Ethnographic Research, UX Research, Idea Visualization, Process Enhancement, Creative Facilitation, Qualitative Data Synthesis, Storytelling, Co-creation, Design Thinking, Content Creation, Concept Design, Problem Solving, Insight Generation

### Business

Strategy Development, Client Relationship Management, Risk Management, Project Management, Agile and Lean, Leadership and Team Building, Stakeholder Management, Social Media Management, Strategic Forecasting, Resource Management

### Software

Microsoft Suite, Adobe Creative Suite, Adobe Campaign Manager, c360, iMovie, Sketch, Mural, Jira, Monday, Asana, Hubspot

## AWARDS

### New Product Pitch

2019

### Hult Community Builder

2018-2019

## WORK EXPERIENCE

### Samsung SDSA | Remote, NJ

Marketing CRM Operations Manager | Project Manager • 2020 - 2023

Led team of 7 project managers, 4 creative dev, and 15+ data devs to execute US CRM operations.

- Owned the end-to-end email lifecycle, overseeing strategy, scheduling, deployment, and continuous improvements.
- Maximized dynamic content, audience targeting, personalization, and conducted creative A/B testing while optimizing send times.
- Defined project scope, allocated resources, and implemented effective project management processes for 12-15 weekly campaigns.
- Generated data-driven reports highlighting key metrics and actionable insights for senior leadership, ensuring continuous optimization of project delivery, resulting in a 20% lift in click-through and open rates, along with a 14% increase in revenue compared to the previous year.
- Develop strategies to reduce unsubscribe rates and reactivate inactive audiences through targeted and personalized campaigns.

### MJV Technology & Innovation | Atlanta, GA

Marketing Manager | Strategic Innovation Consultant • 2019-2020

Led marketing and sales reorganization and led innovation projects in various industries.

- Created a high-functioning marketing team by restructuring the company organization resulting in a collaborative cross-functional team optimized to explore and capitalize on new business leads.
- Led brand repositioning strategy leveraging digitalization and emerging technologies to support global expansion and customer acquisition within new industries.
- Controlled quality for all digital content, including social media, blogs, webinars, and public relations efforts.
- Executed innovation projects from idea to implementation, incorporating research, prototyping, and testing. Projects included: change management initiatives, internal social media platform and interactive database design, go-to-market strategy, new product launch, innovation roadmaps, and customer journey mapping.

### Invisawear | Lowell, MA

Marketing Consultant • 2018 - 2019

Identified and pursued strategic market opportunities and partnerships for wearable tech startup.

- Increased sales by 50% in 7 months with a targeted business development strategy for 18-25 age group in specific markets.
- Generated 50+ SQL, an 80% increase, through refined marketing strategies and introduced SMART goals and KPI systems for improved sales pitch management.
- Established 5 successful partnerships (33% conversion rate) with enhanced pipeline management, optimizing MQL to SQL handoffs in the targeted industry.

### The College Living Experience | Monterey, CA

Department Manager • 2015 - 2017

Led department improvement for a transitional support center for young adults with disabilities.

- Spearheaded 4 programs and managed over 5 projects to solve complex problems for clients in the program.
- Led structural reorganization of 3 programs, and managed cultural change to empower employees to pursue their own projects, resulting in 0% turnover within my department.
- Aligned communication objectives to rally department teams and maintain employee engagement, measured with 90-100% show rate of students to staff created programs.
- Managed 38 client accounts building trust based on shared values with clients, increasing enrollment by 22%.

### Earlier Positions

Marketing Consultant | Avenue Code | 2018

Social Work Consultant | Family Health Centers of San Diego | 2017

Store Manager | Big 5 Sporting Goods | 2014-2016

Sales Consultant | Sunglass Hut | 2012-2014

Applied Behavioral Interventionist | Easter Seals | 2012-2014