

jenna minchuk

Product & Marketing Director

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profile

I'm a mission-driven Product & Marketing Director with 10+ years of experience working with start-ups, multinationals, government, and non-profits across the US, Australia, UK and Tel Aviv. I'm experienced leading go-to-market, acquisition and retention strategy, media planning and analytics across email, social, search and display. I'm a detailed orientated, diligent, self-starter with an entrepreneurial spirit, a good sense of humor – and above all, a team player.

skills

Product Marketing	Social Media Marketing	Subscription Models
Digital Marketing Strategy	Email Marketing	Integrated Campaigns
Lead Generation	Content Marketing	Budgeting & Planning
Go-to-Market Strategies	Brand Building	Digital Fundraising

professional experience

ADDY, **Marketing Director (Consultant)** – New York August 2019 – Present
Addy is an online media marketplace which empowers local marketers to browse and buy local advertising options.

- Drive enhancements to the marketing and sales technology infrastructure & business processes to advance effectiveness and operational efficiency by successfully sourcing and implementing the Marketing Technology Stack (including the marketing automation tool (Act-on), Email Service Providers (Outreach, Mailchimp, Act-On), Salesforce set-up and integration, AdWords and Analytics).
- In concert with executive team, designed the customer user-flow according to an OKR structure, successfully implementing a test-oriented and results driven framework across tactics.

CHUCHKA, **Head of Global Marketing (Consultant)** — Sydney / New York February 2019 - Present
Trend-setting & trans-seasonal lifestyle items and accessories at for the modern, everyday woman.

- Leading the expansion and brand marketing efforts of the Australian lifestyle brand to the US Market.
- Built brand awareness, and launched global sales through digital marketing, partnerships (including Soul Cycle), pop-up retail stores (NYC and LA), and integrated campaigns.

KIDS DISCOVER, **Marketing and Product Director** — New York, NY August 2015 — January 2019
Kids Discover is an award-winning educational publisher for kids ages 6 to 14.

- Led the digital transformation of the 26-year-old company, previously known for their print products. Launched and optimized go-to-market strategies for Kids Discover Online, an online subscription tool.
- Aggressively grew the user base through a segmented and integrated marketing program. Since the launch of Kids Discover Online 2.5 years ago, the platform has had over 250,000 users to date, and paid subscriptions have resulted in a 33%+ conversion increase YoY. Designed the Product Road Map and managed a team of developers and designers to successfully release product enhancements, new features and content on a monthly basis.

AUSTRALIAN RED CROSS, **Senior Acquisition Executive** — Sydney, Australia 2013 — July 2015
Australian Red Cross is a part of the world's largest humanitarian organization.

- Acquired new donors through integrated marketing channels; online, DRTV, Telemarketing and DM. Exceeded targets and created tools that resulted fraud prevention software saving \$0.5M.

professional experience (continued)

- Designed & project managed two integrated campaigns generating over \$4M (20% increase YoY). Managed mobile including responsive design, donation app and industry-first SMS donation solution.

DIGITAL TASK FORCE, **Digital Strategist** — Sydney, Australia 2012
The Government department responsible for the Digital TV switchover in Australia.

- Managed the build of the digital ready website (\$0.5M build), leading design and content through to functionality and tracking.

SOLAREEDGE TECHNOLOGIES, **Marketing Associate** — Tel Aviv, Israel 2011
SolarEdge provides solar power harvesting and PV monitoring systems to a global market.

- Responsible for all marketing materials, incl. presentations, white papers, press releases, trade show booths and advertisements. Managed 7 websites in different languages and implemented marketing tactics across search & social channels.

RESPONSYS E-SERVICES EMAIL, **Account Manager** — Sydney, Australia 2009 — 2010
Responsys – E-services in Australia's most experienced email and web specialist.

- Managed key client relationships including with multinationals, and day-to-day email campaigns incl. the Qantas Frequent Flyer scheme (most successful loyalty program in Australia). Liaised with clients and development teams from planning through to measurement.

ST. JOHN AMBULANCE SUPPLIES, **Marketing Executive** — London, UK 2008
St. John Ambulance Supplies specializes in the supply of first aid, health and safety equipment.

- Implemented marketing tactics across the full marketing mix. Responsible for clothing and publications, where I sourced and designed new products, resulting in an increase of sales by 15%.

Education

Master of Commerce (Marketing), 2006 — 2007
University of New South Wales (Australia) / Erasmus School of Business (Holland)
Major in marketing, innovation and new product development.

Bachelor of Science (Architecture), 2003 — 2006
University of New South Wales (Australia) / University of Illinois (USA)
Major in Computers specializing in architectural computing and multimedia.

Technical Summary:

- Google (Analytics, Adwords, Display, Retargeting)
- Social Media Ad Management (Facebook, Pinterest, Twitter, Instagram, YouTube, Hootsuite)
- All Major Email Service Providers (Responsys, Mailchimp, Vero, Constant Contact, Litmus, Outreach)
- Adobe Creative Suite (Photoshop, In-Design, Illustrator)
- Marketing Automation Software (Act-On, Hubspot)
- HTML and CSS

Interests: Photography, Travel (explored 50+ countries), Community Service (DOROT)