Jennifer Blazauskas

Marketing Creative Professional

San Diego, CA | 805.464.9097 | jenniferblazauskas@gmail.com | LinkedIn: **jenn-blazauskas** | Portfolio: **lunarlabmedia**

PROFILE SUMMARY

Seasoned marketing leader with a strong background in channel and field marketing, specializing in account-based marketing and partner lifecycle strategies. Known for creating engaging, relevant content across diverse partner segments to boost product adoption and support key business goals. Experienced in running cross-channel campaigns, improving workflow efficiency, and partnering closely with product, sales, and go-to-market teams. Adept at crafting clear, persuasive messaging tailored to different partner needs, tracking results, and ensuring brand consistency throughout. Brings a practical, impact-focused mindset to setting priorities, developing presentations, and executing targeted marketing programs that grow both partner relationships and revenue.

CORE COMPETENCIES

- Deep expertise in managing and optimizing lead funnels, ensuring alignment between marketing and sales.
- Strong command of marketing automation and CRM tools to streamline operations and improve data-driven decisions.
- Strategic content development tailored to various partner profiles in the payments and financial tech space.
- Proven success in creating high-impact, multi-channel content that drives adoption and supports product launches.
- Skilled at developing messaging that resonates at each stage of the partner journey and aligns with business objectives.
- Solid experience managing campaign workflows, including coordination of approvals and timely execution.
- Metrics-minded, with a focus on defining, tracking, and optimizing KPIs tied to ABM and content performance.
- Balanced strategic thinking with hands-on content creation to ensure execution stays aligned with company goals.
- Effective collaborator across departments, especially with sales, product, and go-to-market teams, to deliver results-driven campaigns.

SKILLS HIGHLIGHTS

Marketing Operations Management	Lead Funnel Optimization	Pipeline Progression Analysis
CRM Optimization Strategies	Conversion Rate Optimization	SEO Strategy Implementation
Content Strategy Development	Channel Marketing Strategies	Partner Segment Targeting
Event Planning & Execution	Campaign Reporting & Insights	Performance Metrics Analysis
Content Calendar Implementation	Multi-Channel Campaigns	Go-To-Market Strategy
Content Repurposing Strategies	Lead Generation Tactics	Regional Market Activation
Relationship Management	Budget Optimization & ROI	Cross-Department Collaboration

TOOLS & SOFTWARE:
Design & Creative: Adobe Photoshop, Illustrator, After Effects, Premiere Pro, Figma / Adobe XD
Web Development: HTML5, CSS, jQuery, Bootstrap, WordPress
Marketing & Analytics: Google Analytics, Google Search Console (Webmaster Tools), SEO optimization tools, Marketo; HubSpot / Pardot, Salesforce (SFDC) Administration, various marketing and sales platforms
Collaboration & Productivity: Microsoft Teams

PROFESSIONAL EXPERIENCE

Creative Director | Financial Technology Solutions International - *San Diego, CA*   **Jan 2022 – Present**
- Lead and support a dynamic marketing team, overseeing hiring, training, and collaboration with external partners to advance key initiatives.
- Set the direction for brand and digital strategy, ensuring a consistent, high-impact presence across platforms.
- Own the lead funnel from top to bottom, improving scoring models and aligning with sales for better conversion.
- Collaborate closely with Sales, Customer Success, and RevOps teams to refine the funnel and increase win rates.
- Roll out scalable marketing operations processes using automation tools to simplify campaign execution.
- Direct a complete website redesign, migrating to HubSpot CMS to enhance user experience and performance tracking.
- Optimize CRM data integrity and insights to drive smarter marketing decisions.
- Partner with senior leadership to execute go-to-market strategies and uncover growth opportunities.
    Key Achievements:
    → Increased organic traffic by 268.69% through enhanced SEO strategies, significantly boosting qualified inbound lead volume.
    → Led integrated marketing campaigns that secured $455,500 in closed-won revenue in 2024, exceeding performance targets.

Senior UI/UX Designer | Financial Technology Solutions International - *San Diego, CA*   **Apr 2020 – Jan 2022**
- Managed all aspects of UI/UX design for ATM software and web platforms, prioritizing accessibility and usability.

- Spearheaded a full rebrand to align visual identity with strategic growth goals.
- Designed interactive dashboards that made lead funnel insights easy to track and use for optimization.
- Worked cross-functionally to streamline user flows and reduce friction across web and internal platforms.
- Applied usability testing and agile methods to ensure the timely delivery of high-impact digital solutions.
  Key Achievements:
  → Rolled out a new ATM interface that improved the customer experience and ease of use.
  → Streamlined key user flows in web apps using behavior data, which led to better user engagement and efficiency.

Senior Interactive Developer | Financial Technology Solutions International - *San Diego, CA*   **Aug 2016 – Apr 2020**
- Redesigned core digital assets including the website, email templates, and landing pages to improve usability and engagement.
- Managed automation platforms and implemented best practices to optimize performance.
- Oversaw Salesforce CRM integration, improving data accuracy and marketing reporting.
- Created dynamic digital content such as video and interactive signage to support brand storytelling.
- Mentored junior developers, fostering professional growth and collaborative culture.
  Key Achievements:
  → Increased website traffic by 40% through smart design improvements and content strategies.
  → Enhanced CRM reporting and performance with streamlined integration and data processes.

Marketing Lead / Web Developer | Financial Technology Solutions International - *San Diego, CA*   **Apr 2014 – Aug 2016**
- Led marketing initiatives focused on improving lead generation and strengthening analytics capabilities.
- Designed multimedia collateral and videos that expanded brand awareness and reach.
- Coordinated trade shows and webinars, creating opportunities for stronger customer engagement.
- Worked with multiple departments to ensure marketing strategies met broader business objectives.
- Analyzed campaign performance and made data-driven improvements to boost conversions.
  Key Achievement:
  → Streamlined lead generation and conversion processes, contributing to higher marketing ROI.
  → Raised brand awareness and strengthened customer relationships through engaging campaigns.

Web Designer / Developer | Home Junction Inc. - *San Diego, CA*   **Nov 2012 – Dec 2014**
- Created custom WordPress themes and plugins to improve flexibility and functionality.
- Built responsive sites that worked well across all devices and improved user engagement.
- Applied SEO strategies that boosted visibility and search rankings.
- Delivered websites that consistently met client expectations and industry standards.
  Key Achievement:
  → Helped increase client satisfaction and traffic, contributing to measurable growth for multiple accounts.

Web Programmer / Marketing Assistant | Nexaira Inc. - *San Diego, CA*   **Jan 2008 – Aug 2012**
- Designed e-commerce platforms with a focus on clean UX and increased sales performance.
- Produced high-impact marketing materials to elevate brand awareness.
- Managed and updated the website to maintain performance and content quality.
- Collaborated with teams to refine digital marketing efforts and drive online engagement.
  Key Achievement:
  → Boosted e-commerce sales by 21% through UX improvements and targeted marketing strategies.

EDUCATION

BS in Interactive Media & Web Development | The Art Institute of California - *San Diego, CA*   **2004 – 2007**

CERTIFICATIONS

Accessibility Core Competencies (CPACC)
HubSpot Inbound Marketing
Digital Signage Content and Media Expert
UX Fundamentals