



JENNY KUAN

MARKETING CONSULTANT

ALL ABOUT ME

I started my own marketing consulting company called Shapely Marketing in 2019. With over 15 years of IT experience, I help organizations with marketing strategy, lead generation, digital marketing and content strategy.

CERTIFICATIONS

- Digital Marketing Certification, Google | June 2019
- Inbound Marketing Certification, HubSpot | June 2019
- Social Media Certification, HubSpot | May 2019

CONTACT INFO

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Address: Rocklin, CA (Sacramento area)

CORE SKILLS

- Marketing strategy and planning
- Digital marketing
- Inbound marketing
- Content strategy
- Lead generation
- Lead nurturing
- Channel/Alliances marketing
- Event management

WORK EXPERIENCE

Principal, Marketing Consultant

Shapely Marketing, 2019 to Present

- Provides B2B Marketing consulting to IT organizations with marketing strategy, lead generation, lead nurturing, digital marketing, inbound marketing and content strategy.

Senior Partner Marketing Manager

Commvault, 2016 to 2018

- Responsible for growing strategic marketing relationships with strategic cloud and infrastructure partners.
- Developed marketing strategy, plans and executed tactics to help grow sales pipeline for partner solutions for North America.
- Lead generation strategies included integrated tactics covering digital, email, social, traditional and events.

Marketing Director

Nationwide Insurance, 2014 to 2015

- Developed B2B and B2C marketing strategy and plan to support company's agency distribution in the Western region.
- Implemented brand awareness and demand generation programs to profitably grow in agency distribution channels.
- Identified and recommended the pursuit of new/emerging channels, resources and intermediaries and developed integrated strategies, plans and programs to leverage these opportunities.

EDUCATION BACKGROUND

University of California, Irvine

Bachelors of Science, Biology, 1997