

Kathy Jacobsen

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Web Marketing | Branding & Messaging | Graphic Design | Content Development | Integrated Marketing

PROFILE

Passionate, creative, and savvy marketing leader who consistently develops and directs marketing initiatives to achieve company and sales objectives.

- Understands product technology, features, and customer uses; collaborates with executive management and business unit leaders to define and articulate vision, differentiation, and value.
- Develops compelling content and design that aligns business objectives with targeted communication strategies and initiatives.
- Envisions and executes original creative concepts and approaches to create brand awareness and demand across multiple channels for both web and off-line properties.
- Leads and inspires in-house or agency teams to successfully deliver—from planning through execution—both tactical and large-scale projects.
- Thrives in fast-paced, collaborative environments where teamwork and innovation are paramount.

PROFESSIONAL SUMMARY

EIS Group, San Francisco, CA
Senior Director, Creative Services

2014 – present

Define and extend the brand across all marketing communications channels. Develop and execute the company's visual identity and tone. Create compelling written and visual content to drive interest, preference, and leads.

- Worked with VP of Marketing to create and refine positioning and messaging.
- Designed and directed new corporate website, including information architecture, copywriting, visual design and branding. Grew website traffic 40% Y/Y.
- Create content and design for the web, collateral, presentations, videos, tradeshow, and lead-generating assets and eBooks.

Informatica Corporation, Redwood City, CA
Director Marketing Communications and Creative Services (2006 – 2014)

2002 – 2014

Established and extended the brand across all marketing communications channels, with an emphasis on the web. Defined and executed the company's visual identity and tone. Delivered audience-focused, compelling content, ensuring brand and message consistency across all corporate and marketing materials.

- Directed and developed design and content for demand-generating marketing campaigns targeted at both business and technical audiences across multiple verticals.
- Collaborated with product marketing to refine positioning and messaging and deliver all content and design for the web, collateral, presentations, videos, and lead-generating white papers, briefs, and demos. Synthesized highly technical concepts into clear and compelling content and design.
- Directed web design and content strategy, including information architecture, user experience, copywriting, visual design and branding, and lead-generating web-based marketing assets. Grew website traffic 22% Y/Y, generating 38% of marketing-sourced pipeline.
- Developed event branding, core messages, theming, conference materials, and videos for worldwide annual user conference. Worked with executive leadership to develop keynote presentations, including messaging and visuals. In 2014, the conference achieved a record-breaking attendance of more than 2,500 attendees.
- Developed video- and print-based customer success stories that emphasized measurable business value and elevated the brand.
- Defined and implemented internal and cross-functional process improvements to optimize productivity. Led in-house design and writing team, outside agencies, and vendors to effectively deliver multiple concurrent projects on time, on budget, and on brand.

Creative Director (2004 – 2006)

Marketing Communications Manager/Graphic Designer (2002 – 2004)

Alphablox Corporation (now IBM), Mountain View, CA
Senior Manager, Creative Services

2001 – 2002

Led visual branding efforts across all corporate marketing materials (traditional and online), product packaging, programs, and campaigns for provider of analytics and business intelligence software.

- Led cross-functional team to promote the brand through design, advertising, communications, direct marketing, and the web.
- Defined core positioning and messaging in collaboration with marketing director, executive team, product marketing, engineering, and sales.
- Revitalized collateral, created integrated system, and slashed product packaging costs by 50%.

Asera, Inc., Belmont, CA
Director, Marketing Communications

1999 – 2001

Led all corporate marketing and demand generation initiatives for start-up preparing to enter the marketplace. Drove positioning, messaging, branding, advertising, demand generation, and marketing communications. Directed in-house teams and outside agencies.

- Captured launch excitement and buzz in Silicon Valley. Developed and implemented integrated marketing plans to launch the company, three major product releases, and European operations.
- Created all messaging, branding, collateral, and event marketing and materials to support company launch in Europe. Key member of team that opened London and Munich offices.
- Designed and developed corporate website, collateral suite, events, and new tradeshow exhibit materials.
- Crafted highly successful demand generation initiatives. Increased sales leads with targeted events, marketing programs, and direct email campaigns.

EARLIER CAREER

Creative Services Manager, Prism Solutions, Sunnyvale, CA. Built industry awareness and perception of this data warehouse software company. Directed the first brand-building initiative and built an in-house graphics department. Designed, developed, and produced corporate image, message, advertising, website design/content, and collateral. Produced brochures, training, product road shows, sales meetings, executive presentations, and quarterly corporate newsletter.

Writer/Editor/Program Manager, Amdahl, Sunnyvale, CA. Lead writer and editor of Update, Amdahl's global publication distributed to 6500+ employees. Ran Amdahl's corporate social responsibility program, Read to Succeed, expanding teacher involvement from 10 to 65 with more than 1800 participating students. Captured press coverage in the San Francisco Examiner, San Jose Business Journal, and San Jose Mercury News.

EDUCATION

BA, English Literature, Writing Concentration, Santa Clara University, Santa Clara, CA, 1991. Graduated Cum Laude.