

# JESSICA ALPERT

201-301-4520 | Englewood, NJ | [jalpertportfolio@gmail.com](mailto:jalpertportfolio@gmail.com) | [Portfolio](#) | [Linkedin](#)

## MARKETING DIRECTOR

Marketing and creative executive managing B2C/B2B teams in fintech, tech, fashion and luxury industries while developing engaging multichannel marketing campaigns and strategies. A conversion and lifecycle specialist with a history of driving growth in acquisition, engagement, and retention. Creative thinker with a *healthy* obsession for managing KPIs and driving decisions based on data. Award-winning leader with a successful track record of growing brands by developing and delivering targeted campaigns with measurable results. *A smiling disrupter that loves a challenge.*

## PROFESSIONAL EXPERIENCE

**Marketing Director, Yieldstreet** - NY,NY

**2022 - Present**

*\$2 Billion-dollar leading private market investment platform offering access to art, real estate, venture capital, private equity, art, short term notes, supply chain finance, and other alternative asset classes.*

- Increased AUM (Assets Under Management) by \$1.6 million closing out a deal in 2 hours utilizing a new comm-push notifications on the app- targeting wallet share on the platform.
- Created “The Bundle”, GTM Campaign to close out stale deals “bundled” with high yield offers unloading older deals and diversifying the investors portfolio by incentivizing with lower minimums. *Sold out Portland Offering in one week after being on the platform for 1+ years.*
- Developed loyalty (VIP) tier program to deepen customer engagement. Implemented GTM campaign from in platform, email journeys to various comms of “Moments of Joy”. Increased investor adoption by 62% leading to more than \$3 million in investments.
- Developed lifecycle marketing team initiatives and quarterly OKR strategies/ implementation driving investments- including product and messaging optimization, marketing campaigns, and partnerships.
- Developed recent partnerships and GTM plan for Equity Trust. Worked across divisions with key stakeholders: Acquisition, Brand/Creative, Product, and Data/ analytical teams to gain a deep understanding of investor segments, market trends, and in-app behaviors to develop a customer lifecycle plan creating awareness, adoption, and retention of investments/ products.
- Continuous build out of lifetime value across the funnel, including increasing the number of prospects/ investors through engaging content, personalization/ concierge approach, education, trust, and developing an on-going positive experience. Development of A/B tests, working closely with the product, operations and finance teams to conduct experiments, evaluate results, and build new features to engage with our partners.
- Implemented and created an analytics-enabled, testing framework to drive improvement in retention rates and customer engagement.
- Data-driven approach to identifying key touch-points of investors interacting with the offerings, products and services. Creation of KPIs to watch and report on post mortem to a launch.
- Consolidation of dated programs for Braze Audit and migration from Mandrill and Mail Chimp. Recreation of emails to follow a lifecycle journey and suggest more offering upon repayment, abandon cart, and more.

**Digital Marketing Director, Affinity Federal Credit Union** - Basking Ridge, NJ

**2019 - 2022**

*\$2.4 Billion-dollar credit union rated Forbes “Best in State” with 23 branches in the tristate area.*

**Digital Marketing Director** Promoted in 2020, responsible for leading the digital marketing team, including UX/design, data, content, front-end development, social media and SEO. Created strategies driving record user growth and engagement to increase advertising, lead generation, and membership subscriptions. 6 Direct Reports, Budget of \$5 million.

- Led a redesign of the company’s Content Management System (CMS) both in rebranding and redefining the core user journeys. Secured \$200k in annual savings shifting to a more customer-centric digital strategy.
- Developed key journeys such as Welcome Series, Mortgage Loans and more. Produced targeted email marketing campaigns averaging 47% open rates, over 29% click-through, and 76% conversion-while reducing unsubscription.
- Led marketing team in growing digital audiences for the website by 32% through a digital-first approach to customer acquisition and retention; emphasized automation and personalization.
- Developed annual digital marketing plan, KPIs, and channel map to track and report on all emails, social media, in-branch digital, and online banking resulting in strategic target audiences for each campaign.

**Creative Director** *Acted as project lead for all digital marketing campaigns and advertising. Partnered with stakeholders to ensure strategy and development of branded campaigns were consistent across channels.*

- Lead a team of six employees, owning all aspects of the company's brand both internally and externally.
- Oversaw an annual budget of \$2.5 million and cut costs by over 30% by streamlining expenditures for third party creative, media, and social agencies. Allowing us to add integral members to our team.
- Developed a rebrand of the entire company winning the MAC Award for Best in Brand 2021, 2022 and CUNA Diamond Award for Crisis Management *Covid Campaign: Here for You 2021.*
- Managed execution of 360 multi-channel campaigns, including creative brief, kick off meetings, insights, tactical plans, and optimizations, in partnership with Product AVP and Content/SEO experts.

**Creative Marketing Director, Nourison** - Saddle Brook, NJ

*Contract Consultant* **2018 - 2019**

*\$150 Million-dollar global home decor manufacturer primarily selling as a white label to ecommerce sites.*

*Head of creative development and consumer marketing, leading a cross-functional digital marketing team to modernize the CMS and improve customer engagement.*

- Piloted rebrand and UX overhaul of the CMS, increasing traffic by 150% from 2M to 3.25M, user flow by 49%.
- Modernized brands key visuals for product online/catalog and videos by developing an in-house photo studio.
- Drove initiatives to increase ecommerce engagement/retention by 41%, by launching video product tutorials, DIY tips, and care for display on *Overstock, Amazon, and Wayfair.*

**Creative Director, Samsung** - Ridgefield Park, NJ

**2016 – 2018**

*\$211.2 Billion-dollar global electronics corporation headquartered in Korea.*

*Promoted in 2017 from an Art Director. Led a cross functional Demand Gen Marketing team of 5 direct reports, and 3 agencies on strategy, design, and execution, ensuring brand consistency and messaging.*

- Awarded Samsung National Brand Champion 2017, 2018 for rebrand of corporate style guides and logos.
- Spearheaded product launches of *Galaxy S & Note* mobile series. Led ideation/design of ads, microsites, landing pages, emails, and collateral for B2B, sales enablement, and carriers: Sprint, Verizon, and T-Mobile.
- Drove 162% sales growth by developing and launching the *Employee Purchase Program*. Worked closely with the Marketing VP to create a B2B National Campaign, offering discounts to existing businesses, ranging from military, government, to private companies such as American Express.
- Led team in development of nationwide *Dunkin Donuts* interactive smart display menus and tablets for customer ease of orders both in/outdoor. Currently in-store and additionally developed for Starbucks.
- Piloted rebrand of *Microsoft* store schematics, displays, and videos for *Galaxy Book*, 115+ stores worldwide.
- Developed and launched a tailored Learning Module System, used to onboard new sales hires for training. Saving 45% of time in e-learning versus classroom.

**Founder/Managing Partner, Think Market Media** - NY, NY

**2010 – 2016**

*Boutique consulting agency focusing on branding and digital marketing strategies. Clients included: MTV, Reebok, Delmonico's, Brooklyn Art Museum, Hello Kitty, Usquaebach, Weichert, Johnson & Johnson.*

- Drove 128% traffic growth to *Mike and Ike* site and social media, measurably improving shares, likes, and subscriptions through the global "*Mega Me Up*" Campaign.
- Led multi-channel 40<sup>th</sup> Anniversary of *Creativity for Kids* for *Faber-Castell* campaign, including organizing an episode of *TLC Cake Boss* at NYC Toy Fair highlighting product launch. Resulting in 43% sales growth.
- Partnered with external developers to design and launch a mobile app for a *Food Network*. Swipe-n-like feature with geo-targeted coupons correlating to recipes increased ad sales by 34%.
- Grew global Breast Cancer Awareness by 67% launching info-videos starring *Mayim Bialik* and *Selma Blair*. Views-to-date total 3.2Million.

**Founder/CEO, World According to Jess** - NY, NY

**2001 – 2011**

*Accessories line sold worldwide in department stores, boutiques, and online. Products featured on a variety of platforms, including TV shows like 'Sex & the City' and CNN "On the Rise" with Aaron Brown.*

- Created business plan, markup structure framework, profit/loss analysis, and financial modeling.
- Established manufacturing and supply chain structure by outsourcing production to China, Taiwan, and Korea. Resulting in \$150K+ savings and solving for shipping overcharges by 23% breaking bulk in California.
- Piloted national sales team (landing accounts with *Nordstrom, Barneys*) and international distribution teams (landing *Holt Renfrew, Beams*), resulting in growth of over \$500K in profit over a 2-year period.
- Led development of seasonal accessory lines from concept to production of items in overseas factories.
- Partnered with industry leaders such as *Polaroid, Kotex, Biotherm, L'Oreal, Estee Lauder, Revlon, and W Hotels*, to create accessories which drove press coverage and lead generation.

- Strategically implemented press initiatives elevating global image through editorial placement and celebrity endorsement. Featured: *CNN, The Today Show, E! MTV, Elle, Vogue, NY Times, Wall St Journal, and In Style.*

**Assistant Vice President, Polo Accessories** - NY, NY

**1998 – 2001**

*\$6.36 billion-dollar global premium fashion corporation.*

*Led team of designers, merchandisers, and sales staff with product partners to align on assortment architecture, pricing plans, marketing strategy, and channel/location assortments.*

- Oversaw buying, planning, product development, CAD design, production, and overseas sourcing of the entire mid-tier collection primarily sold in federated department stores (Macys).

## **EDUCATION**

**Syracuse University**, Bachelors, Dual Newhouse School of Communications / Fashion (*Sy Newhouse Scholarship*)

## **SKILLS/SOFTWARE**

- *Adobe Suite:* Illustrator, Photoshop, XD, Premiere, After Effects, Lightroom
- *Marketing Automation Software/ CRM:* Salesforce, Marketing Cloud, OneSource, HubSpot
- *Email Software:* Constant Contact, Pardot, Eloqua, Braze *Collaborative Tools:* Figma, Miro
- *Search Engine Optimization (SEO):* Google Analytics, CSS, HTML, Tableau
- *Data software:* Looker, Rockerbox, Heap

## **ACCOMPLISHMENTS/HONORS**

- Adjunct Professor, Syracuse University's Entrepreneurship & Design program 2022, 2023
- Inventor of Ben & Jerry's flavor *Ooey Goey Tiramisu-ey* released in 1998, rebranded as *Tiramisu Topped* 2021