

# JESSICA ALPERT

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## VICE PRESIDENT OF MARKETING | 20 YEARS DRIVING GROWTH IN FINTECH, TECH & LUXURY INDUSTRIES

Dynamic marketing executive with over 20 years of B2C and B2B experience across fintech, technology, and luxury industries. Proven track record in crafting and executing data-driven, multichannel strategies that accelerate growth, enhance brand equity and drive measurable results. Data-driven decision-maker with a strong focus on KPIs and quantifiable outcomes. An award-winning leader with a proven track record of brand growth through targeted, scalable campaigns. Adept at leading high-performing teams and managing strategic relationships with key partners such as AT&T, Fannie Mae, Freddie Mac, T. Mobile, Verizon, Zillow, and more. *A smiling disrupter who loves a challenge.*

## PROFESSIONAL EXPERIENCE

### Vice President of Marketing, Land Home Financial Services, Concord, CA

**2023 - Present**

*\$206M lending company with subsidiaries in insurance, credit unions, and loan servicing, offering niche lending solutions nationwide.*

- **Built and led the marketing department**, reducing employee turnover by 25% and **cutting costs by \$250K annually** through streamlined operations and agency consolidation.
- **Enhanced social media brand visibility using Hootsuite**, driving a **25K+ follower increase** and boosting engagement metrics (likes, impressions, shares) across platforms.
- **Directed strategic social media campaigns, including "Win the Zip,"** achieving a **45% increase in leads**, 24.6% conversion to borrowers, and significant growth in paid ad engagement.
- **Designed HubSpot email campaigns with 47% open rates**, 29% click-throughs, and 76% conversions while reducing unsubscribes by 15% via personalized targeting.
- **Spearheaded a rebranding initiative that improved brand loyalty by 34.5%** and raised CSTAT scores by 22%.
- **Optimized lead generation funnels, resulting in a 43% increase in sign-ups** and a 21.5% improvement in conversion rates through refined user flows and segmented email journeys.
- **Implemented full-funnel email marketing strategies**, increasing conversions, and win-back rates while enhancing data collection through churn markers.
- **Developed sales enablement materials that boosted lead generation by 23%** and created a comprehensive 360-channel marketing strategy.
- **Established KPIs to track ROI, reducing operational costs by 20%** while increasing local brand awareness by 35% through low-budget guerrilla campaigns and market analysis.
- **Implemented Figma** as a collaborative design and mapping tool, streamlining workflows and **increasing team efficiency by 25%**. Ensured all digital assets adhered to ADA compliance standards, enhancing accessibility.
- **Launched a new website using Kentico CMS**, enhancing user journeys, site maps, content, and branding to optimize key interactions like "Make a Payment" and "Apply Now." Streamlined user flows drove a **22.5% revenue increase** in the first month.
- Collaborated with partners like **Freddie Mac and Fannie Mae** on multichannel campaigns, resulting in a **31% rise in lead acquisition**.
- **Led 30-60-90 day planning sessions** focused on career development, resulting in a **33% boost in team productivity** and elevated employee satisfaction scores.

### Marketing Director, Yieldstreet, New York, NY

**2022 - 2023**

*\$2 Billion 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.*

- **Launched "The Bundle" campaign to diversify investor portfolios, close stale deals**, and boost Assets Under Management (AUM). Sold out the stagnant Portland offer within one week and drove **\$1.6M in AUM growth over four months** through app-based push notifications, increased wallet share, and strategic portfolio expansion.
- **Designed and implemented a Loyalty Premium Tier Program**, offering exclusive benefits like unique investment opportunities, priority support, and invitation-only events. **Increased investor adoption by 62%, generating \$23M+ in investments** and enhancing customer loyalty.
- **Developed a GTM strategy for Equity Trust** in partnership with cross-functional teams, leveraging investor segment analysis to drive a **36% increase in applications and product adoption**.
- **Led the "I Invest in Alts" campaign**, incorporating social proof and testimonials to build brand trust, driving a **15% increase in new investor adoption**. Commercials aired on **CNBC, Bloomberg News, and CNN**.

- **Directed lifecycle marketing initiatives, achieving a 40% increase in investor transactions** through optimized messaging, quarterly OKRs, and targeted campaigns, including a **Wilshire partnership** for portfolio diversification.
- **Executed A/B testing with Product, Operations, and Finance teams** to refine offerings and improve partner engagement, fostering a culture of innovation.
- **Implemented advanced investor segmentation**, analyzing net worth, interests, and risk profiles to deliver tailored marketing strategies that enhanced engagement and conversion rates.

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

**2019 - 2022**

*\$2B credit union offering innovative banking solutions, including online banking, mobile apps, and virtual support for checking, savings, mortgages, auto insurance, student loans, and more.*

- **Promoted to Digital Marketing Director in 2020, managing a \$6.5M budget** to drive strategies that increased user growth by 42%, boosted ROI by 33.5%, enhanced lead generation by 44%, and grew members by 67%.
- **Directed a comprehensive rebranding initiative** that earned the **MAC Award for Best in Brand (2021, 2022)** and the **CUNA Diamond Award for Crisis Management** with the "**Covid Campaign: Here for You**" (2021). Implemented **crisis communication strategies** that maintained member trust and engagement during the pandemic.
- **Strategically targeted TD Bank customers during bank closures**, delivering tailored membership campaigns that emphasized **seamless transfers** to AFCU, resulting in the acquisition of **1.3K + new members**.
- **Led a digital transformation by integrating advanced CRM systems** and marketing automation tools, enhancing online banking, mobile app functionality, remote deposits, and digital loan applications. This digital-first approach **drove 32.6% membership growth** during the pandemic.
- **Redesigned the CMS and rebranded the platform using Adobe Experience Manager and Salesforce Marketing Cloud**, redefining user journeys and saving **\$200K annually** with a customer-centric strategy.
- **Developed and executed data-driven email marketing campaigns**, through **Salesforce** to achieve an average **open rate of 22%**, **click-through rate of 18%**, and **conversion rate of 44%**. These campaigns also reduced **unsubscribe rates by 15%** through **personalized content** and **targeted segmentation**.
- **Designed and launched Salesforce-driven email campaigns**, from Welcome Series to Mortgage Campaigns, achieving a **22% open rate**, 18% click-through rate, and 44% conversion rate. Implemented personalized targeting strategies that reduced unsubscribe rates by 15%.
- **Expanded and mentored a marketing team of six, implementing certification programs** in digital marketing and leadership to enhance team capabilities.
- **Developed and implemented annual digital marketing strategies**, establishing **KPIs** and channel maps for email, social media, in-branch digital, and online banking initiatives. Utilized **Google Analytics** and **Tableau** to align with target audiences and optimize campaign performance.
- **Directed digital literacy programs amid COVID-19**, developing 50+ tutorials and hosting webinars to help members bank remotely, **boosting engagement by 25.4%** and **digital feature adoption by 40%**.
- **Acted as Creative Director 2019-2020** for all **digital marketing campaigns** and **advertising efforts**. Managed cross-functional collaborations with Product, Content, and SEO teams to ensure impactful brand representation.
- **Optimized a \$2.5M budget, cutting costs by 31%** through renegotiation and streamlining expenses, enabling key hires and investments in marketing technologies.
- **Executed 360° multi-channel campaigns**, managing creative briefs, strategy, and optimizations, **driving a 34.4% increase** in campaign effectiveness measured by application growth.

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

*Contract Consultant* **2018 - 2019**

*\$150M global home decor manufacturer primarily selling as a white label to e-commerce sites.*

- **Spearheaded creative development and consumer marketing initiatives**, leading a high-performing cross-functional digital marketing team to execute strategic goals.
- **Piloted a comprehensive rebrand and CMS UX overhaul**, driving a **150% increase in web traffic (from 2M to 3.25M)** and improving **user flow by 49%**, significantly enhancing the customer journey.
- **Transformed brand visuals and storytelling** by establishing an in-house photo studio, and elevating product presentations across digital catalogs, e-commerce platforms, and video campaigns.
- **Boosted e-commerce engagement and customer retention by 41%** through innovative video content, including tutorials, DIY guides, and product care tips, tailored for leading platforms like **Amazon, Overstock, and Wayfair**.

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

**2016 – 2018**

*\$211.2B global leader in electronics, headquartered in Korea.*

- **Promoted in 2017 to lead a Demand Generation Marketing team of 12 direct reports and 3 external agencies**, delivering innovative campaigns and measurable results.
- **Awarded Samsung National Brand Champion (2017, 2018)** for leading the **rebranding of corporate style guides** and universal brand assets, ensuring global consistency and enhancing market recognition.

- **Directed U.S. product launches** for the Galaxy S and Note series, managing the ideation, design, and execution of digital marketing assets, including B2B campaigns, sales enablement tools, and carrier-specific content for **AT&T, Sprint, T-Mobile, and Verizon**.
- **Led a wrapped train campaign out of Penn Station in partnership with Amtrak**, featuring B2B messaging for the Galaxy S9 phone. Highlighted value propositions of in-phone desktop features with DEX software, Bixby voice command, enhanced camera functionality, and long-lasting battery life for on-the-go professionals.
- **Created and launched the Employee Purchase Program, increasing sales by 89% through exclusive discounts** for military personnel, government employees, and partners such as **American Express, SpaceX, and Tesla**.
- **Led the national rollout of interactive smart display menus and tablets at Dunkin' Donuts**, improving the in-store experience and expanding to Starbucks nationwide.
- **Orchestrated the global rebranding of Microsoft store layouts** for Galaxy Book, introducing innovative schematics, digital displays, and custom interactive videos across **115+ stores worldwide**.
- **Designed and launched a Learning Management System (LMS)** to streamline onboarding for new sales hires, reducing training time by 45% and significantly improving training efficiency and retention.

**Founder/Managing Partner, Think Market Media, New York, NY**

**2010 – 2016**

*Boutique consulting agency specializing in branding, digital marketing strategies, and multi-channel campaigns for high-profile clients, including the Brooklyn Art Museum, Delmonico's, Faber-Castell, Food Network, Hello Kitty, Johnson & Johnson, Mike and Ike, MTV, Reebok, Usquaebach, and Weichert.*

- Spearheaded the global **"Mega Me Up" campaign** for **Mike and Ike**, achieving a **128% increase in web traffic** and exponential growth in **social media engagement**, including significant boosts in shares, likes, and subscriptions.
- **Directed Faber-Castell's 40th Anniversary Campaign for Creativity for Kids**, organizing a **TLC Cake Boss episode** at the NYC Toy Fair and achieving a **43% increase in product sales** through strategic multi-channel promotion.
- **Partnered with developers to design and launch a Food Network mobile app** featuring swipe-and-like functionalities and geo-targeted coupons, resulting in a **34% boost in ad sales** and improved customer targeting through data insights.
- **Amplified global Breast Cancer Awareness for Sharsheret by 67%** through a viral video series **featuring Mayim Bialik and Selma Blair**, generating **3.2 million views** and engaging audiences with compelling storytelling and targeted outreach.

**Founder/CEO, World According to Jess, New York, 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's "On the Rise" with Aaron Brown.*

- **Launched an international accessories brand sold in premier retailers like Nordstrom, Barneys, and Holt Renfrew**, generating multi-million dollar revenues and securing features on *The Today Show* and *Sex & the City*.
- **Developed and executed comprehensive business strategies** including financial modeling, P&L management, and markup structure frameworks, driving profitability and operational efficiency.
- **Optimized manufacturing and supply chain operations**, outsourcing production to China, Taiwan, and Korea. **Achieved \$150K+ cost savings and reduced shipping overcharges by 23%** through strategic bulk shipping solution.
- **Spearheaded high-impact sales and distribution initiatives**, building national and international teams to secure accounts with Nordstrom, Barneys, Holt Renfrew, and Beams. **Increased profits by \$500K+ in two years**.
- **Directed end-to-end product development for seasonal accessory lines**, aligning with market trends and maintaining high-quality standards through overseas production.
- **Partnered with global brands like Polaroid, L'Oreal, Estee Lauder, and W Hotels** to design exclusive accessories, elevating brand visibility and driving significant media coverage.
- **Developed high-impact marketing campaigns, leveraging editorial placements and celebrity endorsements** to elevate brand image. Securing features in the *NY Times*, *Wall Street Journal*, *Elle*, *Vogue*, and *InStyle*.
- **Innovated digital strategies, integrating e-commerce platforms and SEO-driven content** to expand global reach and achieve sustained online revenue growth.

**Assistant Vice President, Polo Accessories, New York, NY**

**1998 – 2001**

*\$6.36B global premium fashion corporation.*

- **Led a cross-functional team** of designers, merchandisers, and sales staff, collaborating with product partners to develop assortment architecture, pricing strategies, marketing plans, and channel-specific assortments.
- **Managed all aspects of buying, planning, product development**, CAD design, production, and international sourcing for the mid-tier collection, strategically tailored for distribution in federated stores, including Macy's.

**EDUCATION**

**Syracuse University**, Bachelor of Arts

Major: Communications (awarded *Sy Newhouse Scholarship*), Minor: Fashion Design

#### SKILLS/SOFTWARE

- **Design Tools:** Adobe Suite (*Illustrator, InDesign, Photoshop, XD, Premiere, After Effects, Lightroom*)
- **Marketing Automation & CRM:** Salesforce, Marketing Cloud, Journey Builder, OneSource, HubSpot
- **Email Marketing Platforms:** Constant Contact, Pardot, Eloqua, Braze, MailChimp
- **Social Media Software:** Sprout Social, Hootsuite, HearSay, Denim Social, Buffer, Metricool
- **Collaborative Design & Prototyping:** Miro, FigJam, Figma (*Certified: Figma Master Training, 2020-2024*)
- **Data & Analytics:** Looker, Heap, Google Analytics, Tableau
- **Content Management Systems (CMS):** Kentico, WordPress, Adobe Experience Manager (AEM), Crownpeak, HubSpot
- **Coding:** CSS, HTML
- **Email Optimization & Testing:** Litmus, Acumbamail

#### ACCOMPLISHMENTS/HONORS

- **Adjunct Professor, Syracuse University (2022 – Present):** course work focusing on marketing and entrepreneurship
- **Inventor of Ben & Jerry's flavor "Ooey Gooney Tiramisu-ey" (Released in 1998),** rebranded as "*Topped Tiramisu*" in 2021
- **IN:NYC American Express** Accessory Designer of the Year Winner (2005 for World According to Jess)