

Contact

- jackiedeluna.com
- 469-236-1984 (Mobile)
- jackiedeluna@icloud.com
- www.linkedin.com/in/jackiedeluna (LinkedIn)

Top Skills

- Social Media Communications
- Video Production
- Graphic Design
- Web Design
- Digital Publishing

Certifications

- Secondary School Teachers Certification
- Adobe InDesign
- Adobe Dreamweaver
- Adobe After Effects
- Adobe Photoshop
- Adobe Illustrator

Honors-Awards

- EdTech 2018 Leader of the Year
- EdTech 2019 Leader of the Year
- 2018 Readers Choice Ad Campaign Award Winner
- 2019 Readers Choice Ad Campaign Award Winner
- 2018 Forbes CMO Hall of Fame
- AMX by Samsung 2013 Corporate Global Marketing Winner

Publications

- Infusing Technology into the K12 Classroom
- iLearn Digital Media

Jackie Deluna

*Experienced Marketing Executive & Digital Media Developer/
Content Designer*

Summary

Experienced B2B & B2C marketing executive and entrepreneur/small business founder with a strong background in the development and implementation of globally strategic marketing plans that generate measurable & effective sales growth by providing a diversity of thought, experience, and perspectives that possesses excellent management, leadership and market communication skills. In-depth understanding of sales cycles in the Audio/Visual, Cloud and I.T. industries.

Experience

THE JLD MARKETING GROUP

Marketing & Business Development Consultant

August 2018 - Present (6 years 9 months)

Texas, United States

As an experienced global marketing executive, a strategic thinker, and knowledgeable in everyday marketing activities, I assist companies in creating and implementing the best possible strategies to reach their target audience. I use my experience to advise on everything from communicating with your customers to articulating what message they should hear based on their needs or wants. I provide strategic and practical advice to boost the company's marketing efforts by organizing activities and developing a marketing strategy. My goal is to ensure that your marketing operations will engage your customers and outperform your competition. Below are some but not all of the services that I can provide your company.

- Study company profile and operations to understand its marketing needs
- Conduct marketing research to identify industry trends and commercial opportunities
- Develop and implement a marketing strategy according to objectives and budget
- Prepare detailed proposals and marketing plans
- Advise on branding, positioning, communications, and other marketing issues
- Give direction to marketing efforts with the most effective methods and tools
- Liaise with the marketing department and external vendors
- Monitor marketing projects and analyze results
- Write reports with suggestions for improvements and new ideas

JUPITER ED by GOOGLE

Executive Vice President of Marketing and Business Development

April 2013 - April 2018 (5 years 1 month)

Pacifica, CA (Virtual)

Jupiter Ed, a silicon valley, cloud-based company was the first all-in-one Learning Platform and Student Information System in the K12 education market. Founded in 2004, serving over 4 million students in 50 states. Profitable since 2006, and completely self-funded, with no investors.

- Conceptualized, created, launched, and sustained a measurable B2C marketing program that drove 100% growth and acquisition each year by targeting key purchasing decision-makers.
- Led corporate business operations, logistics, tactical plans, and market analysis that aligned with growth targets.
- Identified target insights, developed positioning, and created inbound/outbound marketing strategies for both traditional and digital campaigns that engaged, informed and motivated buyers.
- Assessed market dynamics, buying trends, and customer behavior in key market segments by identifying market opportunities for current product offerings and future solution development.
- Managed data analysis and search engine optimization (SEO) strategies by collaborating with the web development team.
- Conducted and published market research and white papers to support product and market demand.

AMX/SAMSUNG

Director of Global World-Wide Education Marketing

January 2009 - March 2013 (4 years 3 months)

Richardson, Texas, United States

Technology manufacturer of user interfaces and signal management [hardware & software], privately held by The Duchossois Group, Inc. Purchased by Harman International Industries, Incorporated (NYSE:HAR) in May 2014 for \$365M. Harman International Industries was purchased by Samsung Electronics in November 2016 for \$8B.

- Spearheaded the rapid growth of education sales from \$10M to \$40M under three years through strategic marketing activities
- Drove awareness and consideration of AMX solutions with a 451%

- increase in qualified leads through the utilization of marketing automation
- Conceptualized messaging about how AMX products solved problems for the end-user through collateral development, trade shows, advertising, sponsorships, social media, e-marketing, case studies, video, and website creation
- Published market research and white papers to support product and market awareness.
- Developed and led an annual \$500K line-item education marketing budget that included strategy and plans for the upcoming year's marketing activities.
- Conceptualized joint marketing campaigns with strategic distribution and channel partners to grow sales.
- Utilized electronic tools such as Microsoft Dynamics CRM, Pardot (bought by Salesforce), and Google Analytics to generate, track and analyze sales leads.
- Built a solid understanding of the marketplace through in-depth market analysis to strategically position AMX solutions and ensure marketing messaging is effective and grows market share.
- Directed and led a successful customer loyalty program as well as created the annual global customer awards program.

RM Educational Software, Inc.

Marketing Manager

January 2008 - January 2010 (2 years 1 month)

Hyannis Port, MA

Worked with London, England office to build branding awareness in the United States branch by developing and Managing the iLearn Digital Learning Labs and Curriculum. Provided an understanding of the customers, the education market, product strategy, and the best positioning strategy for revenue opportunities.

Supported the needs of the sales team by requesting their feedback, developed a comprehensive understanding of their needs, and created effective sales tools. Provided the unique communications necessary for the US K-12 market by developing the sales training program necessary to convey all positioning and promotional strategies and working with the marketing team to execute the plans.

- Tracked performance of marketing campaigns through measurement and analytics to understand effectiveness and ROI.
 - Provided direction for future products, programs, and campaigns.
 - Communicated to internal and external stakeholders to ensure awareness and participation in all sales and marketing initiatives.
 - Collaborated with CEO, sales team, product management and various functional departments.
 - Prepared, conducted, and coordinated presentations and meetings to customers.
-

Education

Midwestern State University

MEd, Education Technology Leadership · (2000 - 2004)

Wayland Baptist University

Bachelor of Education - BEd, K12 Education Certification · (2000 - 2002)

Wayland Baptist University

Bachelor of Science - BS, Computer and Information Systems/Corporate Training · (1998 - 2000)

University of North Texas

Masters Degree, Curriculum and Instruction, Technology Education