

KRISTINE JONES

SENIOR MARKETING MANAGER

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CAREER SUMMARY AND KEY SKILLS

Creative marketing professional with expertise in leading successful and impactful marketing initiatives that increase engagement, brand awareness, program usage, and long-term customer relationships. Passion for working with cross-functional teams to develop and drive campaigns from concept to completion. Seeking to leverage my experience and skills to help drive an organization's growth, innovation, and customer loyalty.

B2C and B2B | Strategic Planning | Project Management | Campaign Execution | Content | Lead Generation | Multi-Channel Marketing: Digital / Print / Video / Email / Social Media / Event | Client Relationships | Cross-Functional Collaboration | Problem Solving | Adaptability / Resilience

PROFESSIONAL EXPERIENCE

ASSETMARK | Remote

Manager, Growth & Loyalty Marketing

12/2021 – 09/2024

Led initiatives to support and grow existing financial advisors on their journey from newly producing to highly engaged, with the intent to drive adoption, platform usage, and increase share of wallet. Collaborated closely with the Advisor Benefits team to develop, deliver, and promote our programs, events, and benefits to the financial advisors.

Key accomplishments

- Led the initiative to simplify a complicated advisor benefits programs and boost usage through monthly emails, webinars, and digital ads resulting in increased awareness, engagement, and participation in the program.
- Developed and modified marketing content to simplify and enhance our messaging, resulting in making our offerings more impactful, accessible, and increasing usage by sales and our advisors.
- Identified issues with our conference ordering process that made it inefficient and slow. Solved this by building an online storefront to showcase materials, providing real-time inventory levels, and automating order communications. This streamlined process resulted high user-satisfaction, and increased visibility.

BROKERS INTERNATIONAL | Urbandale, IA

Senior Manager, Marketing

09/2012 – 11/2021

Led the development and implementation of numerous programs intended to attract and retain financial professionals. Conceptualized and created the content—both B2C and B2B—in collaboration with sales and our producers, and successfully launched and managed the initiatives.

Key accomplishments

- Launched, executed, and supported a LinkedIn leads-generation program that used digital automation to significantly increase the number of connections and messages our producers received with qualified prospects, resulting in an average of 3-to-7 new warm leads per month.
- Strategized and executed initiatives to grow our WOMAN program, resulting in Brokers International being known as a leader in the financial industry in terms of gender equity. This led to the company being better able to attract and retain high-performing female producers.

EDUCATION

Bachelor of Science in Wellness Management, Minor in Business

Southern Adventist University

PROFESSIONAL DEVELOPMENT

Data Analytics Certificate (in progress)

Coursera