

Jessica Marabella

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PROFILE

A writer, editor, and brand advocate passionate about people, process, and precision. I am focused on joining an inclusive, innovative, and fiercely creative team to amplify its marketing, content creation, publicity, and promotional strategy with a marketing approach that leverages equal parts data and empathetic storytelling.

EXPERIENCE

CORPORATE COMMUNICATIONS, THOUGHT LEADERSHIP, AND PUBLIC RELATIONS

- Developed and executed mixternal communications for eight mergers and acquisitions and one divestiture for a high-growth SaaS company.
- Strategized and executed crisis communications to mitigate reputational damage.
- Wrote and collaborated on influential and insightful thought leadership strategies by leveraging internal subject matter experts, independently reporting and conducting secondary research, and aligning a narrative with the company's differentiated capabilities.
- Work with cross-functional teams and executive leadership to strategize internal communication strategies while providing ongoing counsel to ensure company-wide communications are consistent in clarity and tone.
- Established media relationships with tier-one industry trade publications and obtained earned media for executive bylines to support brand growth.
- Collaborate with the Market Research team to publish groundbreaking quantitative and qualitative primary research reports that bring value to customers, the media, and the broader industry while supporting integrated communications and marketing goals.
- Set the strategy for and managed an external public relations team responsible for thought leadership, reputation management, and earned media tactics.
- Led change management improvements to communication strategies and execution to support employee engagement and talent retention, which helped shape an employee culture committed to celebrating and embracing the company's mission and vision.
- Served as a trusted advisor for all internal communications needs to the executive team and department heads, supporting the creation of internal and keynote presentations for executives and corporate leaders.
- Led the company's Diversity, Equity, Inclusion, and Belonging Committee and created a mentorship program to support career development and growth for staff in traditionally marginalized groups.

BRAND AND CONTENT MANAGEMENT

- Drive creative storytelling to deliver outcomes across earned and owned media strategies.
- Set the vision and managed the overarching content ideation, execution, and analysis strategy for a portfolio SaaS company by building an in-house, international, ten-person creative team responsible for executing 50 multi-channel campaigns monthly, supporting thousands of marketing leads per month, brand awareness, and client retention efforts.
- Led a data-informed rebranding initiative to unite a SaaS company's 11 products under a unified brand identity, shifting from a house of brands to a branded house.
- Scaled and optimized owned media and top-of-funnel programs and executed content calendars across verticals, personas, and channels, considering seasonality, product launches, promotional periods, and industry events.
- Established brand voice, tone, style, and copy standards and a process for content governance that ensures consistency and that materials remain relevant and aligned with evolving brand standards.
- Managed the brand's organic social media strategy and execution and implemented a social selling platform.
- Ideated, wrote, and supervised creative execution for content for paid and organic social media, white papers, fact sheets, brochures, sales enablement materials, print and digital advertisements, paid search ads, checklists, press releases, case studies, corporate news articles, blogs, eBooks, email marketing, editorial articles, SEO-optimized website content, outdoor advertising, and supervised photo and video shoots.

CLIENT RELATIONSHIP MANAGEMENT AND NEW BUSINESS DEVELOPMENT

- Advisor to integrated B2B and B2C accounts, including Motorola EMb, Transitions Optical, Community Bank, N.A., Oakwood, Schering-Plough, The Food Bank of CNY, Charlie Brown's Steakhouse, FedEx Kinko's, Best Med (formerly Nova Health), St. John's Military School, Oak Ridge Military School, CST, Full Span Consulting, PersonalBrand.com, Harmony Nest, Hope on the Horizon, PCP Works, Notedian, Spiffy, RSVP to me, PLS 3rd Learning, Pain Killers Kill, WNYOBYGN.
- Crafted and presented annual client advertising strategies and quarterly progress reviews.
- Managed client budgets and facilitated billing and account reconciliation.
- Supported new business development strategy, creative concepting, and client pitches.
- Managed a team of business development specialists to produce sales proposals in response to RFPs, supporting client growth and retention.
- Strategized and executed sales enablement and client marketing materials.
- Manuscript editing and publishing support for *The Poverty of Work* by David G. Van Arsdale, *The Solitary Seed* by Bradley Widman, and *The Monastic Overture* by Bradley Widman.

EMPLOYMENT

CivicPlus

- Director of Content and Communications, Los Angeles, CA | January 2021 - Present
- Media and Communications Manager, Los Angeles, CA | January 2019 - January 2021
- Technical Writer, Syracuse, NY | August 2016 - January 2019

UnitedHealthcare Group (Formerly POMCO Group)

- Manager of Business Development, Syracuse, NY | January 2016 - August 2016
- Marketing and Communications Specialist, Syracuse, NY | December 2013 - January 2016
- Account Manager, Syracuse, NY | May 2010 - November 2013

Mower Agency

- Senior Account Executive, Syracuse, NY | May 2008 - May 2010

Mark Russell And Associates

- Account Executive, Syracuse, NY | August 2005 - May 2008

Jessica Marabella Writing and Communications Services

- Owner, Syracuse, NY | 2014 - 2021

EDUCATION

Syracuse University, Syracuse, NY

Master of Arts, Advertising | July 2004 - August 2005

University of Rochester, Rochester, NY

Bachelor of Arts, English | September 2001 - May 2004

CERTIFICATIONS

Cornell University, Online

Corporate Communications — October 2023 - January 2024

SKILLS

- Internal communications
- Corporate marketing
- Executive communications
- Public relations
- Thought leadership
- Earned media
- Crisis communications
- Reputation management
- Content management
- Talent development
- Team leadership
- Social media
- SEO strategy
- AI prompt-writing