

Jenna R. Burnett

CUSTOMER SUCCESS MANAGER · EVENT PRODUCER · GROWTH AND RETENTION ENTHUSIAST

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Experience

BrightTALK

San Francisco, California

CUSTOMER SUCCESS MANAGER

Jul. 2015 - Present

- Responsible for ensuring that customers grow their revenues through the use of the BrightTALK SaaS marketing platform and services
- Ensuring that customers achieve maximum value from their investment, identifying new opportunities and collaborating with other departments to ensure growth and customer satisfaction
- Implementing strategic and profitable solutions
- Working with internal and external cross-functional teams to drive projects to completion
- Working with the customers to ensure they are leveraging the solution and achieving success by engaging with the platform and using industry best practices
- Preparing and presenting insights to customers on their performance and consult them on how to improve over time
- Creating and distributing thought leadership content (e.g. blog articles, webinars, videos, event presentations)

BrightTALK

San Francisco, California

COMMUNITY MANAGER — IT SECURITY AND ITSM

Apr. 2015 - Jul. 2015

- Responsible for curating insightful content and growing your professional communities by recruiting industry thought leaders to present in BrightTALK Summits, conducting audience research, developing strategic partnerships and engaging with audiences through promotional activities and social media
- Managing the day-to-day operations for online events
- Recruiting and managing the relationship of world-class presenters for BrightTALK Summits and IT Security/ITSM communities
- Conducting audience and industry research through surveys, interviews and email campaigns to guide editorial direction
- Shaping the editorial strategy for the community using data and insights from experts, clients and industry research
- Managing and developing social media channels (LinkedIn and Twitter)
- Creating original and exclusive written and rich media content using audience research and community engagement data to re-engage audiences
- Identifying, developing and managing strategic partnerships for content development and net new audience growth

GreenBiz Group

Oakland, California

PROJECT MANAGER

Feb. 2015 - Apr. 2015

- Managing key web/SalesForce/Marketo projects
- Managing day-to-day relationships with 3rd party technology services vendors
- Working closely with events, editorial, sales, marketing, and senior management to help refine the product strategy, business and performance metrics, product priority and roadmap
- Developing, maintaining, and continuously improving the user interface and functionality of the website, integrating with SalesForce and Marketo
- Maintaining and in some cases developing new content, developing new pages, enhancing functionality, and ensuring overall high quality of the website, SalesForce, Marketo, and related applications
- Ensuring consistent adherence to branding, visual, and style standards as well as compliance with applicable policies and legal requirements
- Providing on-site technology support for small business, drawing on specialists, consultants, and other third party service providers as needed

GreenBiz Group

Oakland, California

ADVERTISING AND EVENT OPERATIONS MANAGER

Jul. 2012 - Apr. 2015

- Managing and processing advertising accounts — contractual development, campaign tracking and data analysis, organization of accounts receivable, statistical reporting
- Management and support of special projects (webcasts, events, etc.) — conceptualizing logistics, sales and technical support, reports and data analysis, promotional design, etc.
- Graphic Design — creating and optimizing house collateral, marketing and promotional materials, media kits, etc.
- Troubleshooting issues with creatives and hosting (HTML, Flash files, 3rd party tag)
- Event production and AV coordination

Famous Monsters of Filmland (Movieland Classics)

Encino, California

GRAPHIC DESIGNER

Aug. 2010 - Jan. 2012

- Design and layout for contemporary entertainment magazine and associated content
- Published design and layout for magazines, art books, annotated history books, and comic books

California Home + Design Magazine

EDITORIAL ASSISTANT

- Writer of print and online editorials for art, architecture, food and design magazine
- Participated in panel for 2009 CHD Awards event and gala planning

San Francisco, California

Jun. 2009 - Jan. 2010

Education

San Francisco State University

BACHELOR OF ARTS (B.A.), ENGLISH LANGUAGE AND LITERATURE/LETTERS

San Francisco, California

Graduated May 2010