



# Jaimie Kowalski

## Full-Stack Marketing Executive

Results-driven marketing leader who helped grow B2B SaaS startup to billion-dollar enterprise. Expertise lies in developing, executing, and optimizing innovative GTM strategies. Strong reputation for building and leading powerhouse teams. Holistic background as advertiser, ad agency pro, and media expert provide skills needed for quick scaling with limited resources. **Motto is hungry, humble, smart.**

## Experience

### Full-Stack Growth Marketing Executive June 2023 - Current

Working with CEOs, I operate as a fractional, full-stack marketing executive, validating product-market fit, refining go-to-market strategies, and establishing or leveling the marketing function through streamlined processes, personnel, and techstacks. As a player/ coach with a focus on fueling hyper-growth, I bring hands-on expertise across the entire funnel, driving brand credibility, awareness, engagement, sales enablement, and advocacy across diverse markets including B2B, B2C, B2B2C, and investor segments.

"Jaimie's ability to think strategically, build GTM plans, and execute flawlessly with no direction is unbelievable. It took her weeks to launch a comprehensive marketing campaign, when other CMOs were unable to get it off the ground." - Doug Perednia, CEO

### VP Marketing Jan 2020 - June 2023 **Sleek Technologies - [www.sleek-technologies.com](http://www.sleek-technologies.com) (B2B SaaS Logistics)**

Reporting to CEO, rebranded startup to B2B SaaS venture with subscription-based pricing strategy. With no marketing budget and headcount, partnered with sales and drove \$3M ARR and \$5M active pipeline by developing and launching targeted ABM strategy.

"Jaimie brings great energy and ideas to the table. She's equally great at strategy and getting stuff done." - Mike Nervick, CEO

### VP Marketing Jan 2018 - Oct 2019 **Experity Health - [www.experityhealth.com](http://www.experityhealth.com) (B2B SaaS Healthcare)**

Reporting to CEO, launched lead generation efforts which grew revenue from \$30M to \$90M in 12 months, tripled valuation, and lead to 1st transaction. Post transaction, developed new master brand and GTM strategy, resulting in \$1.3B transaction.

"Jaimie came into our team at a time when leadership was sorely needed. Under her leadership our division saw huge increases in lead gen and conversion, brand recognition, and overall brand equity." - Glamaris Cohen, CEO

### Marketing Advisor May 2017 - Dec 2017 **Symbria - [www.symbria.com](http://www.symbria.com) (B2B SaaS Healthcare)**

Collaborated with COO, generated millions of dollars in revenue and sales pipeline by developing and executing successful GTM strategy, and partnering with sales to ensure they had assets needed to close business.

"Jaimie's command of almost every aspect of marketing is astounding. Her experience with digital marketing is top notch. Jaimie is a strong product planner/launcher and a very solid marketing leader." - Janet Viane , COO

## Contact

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**Digital Portfolio**  
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**LinkedIn Profile**  
[linkedin.com/in/jaimiekowalski](https://www.linkedin.com/in/jaimiekowalski)

## Expertise

- Team Leadership
- B2B Marketing
- B2C Marketing
- SaaS Startups
- Growth Marketing
- Demand Generation
- GTM Strategy
- Brand Strategy
- Content Strategy
- Creative Strategy
- Strategic Thinking
- Digital Marketing
- Budget Management
- Product Marketing
- Marketing Planning
- Revenue Operations
- Sales Enablement
- Customer Advocacy
- Business Development
- KPIs & Analytics

## Education

**MBA**  
Lake Forest Graduate School

**BA**  
Columbia College

## Volunteer

**Board President**  
Raiders Lacrosse Club

**Wish Granter**  
Make A Wish Illinois



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### Marketing Director

March 2016 - May 2017

**UniCarriers Americas - [www.logisnextamericas.com/en/unicarriers](http://www.logisnextamericas.com/en/unicarriers) (B2B Logistics)**

Executive team member. Helped reposition company from equipment manufacturer to solutions provider. Developed, executed, and optimized B2B marketing strategies which increased lead generation by 20%, retention by 10%, and revenues to \$500M.

### Marketing Director

Aug 2011 - Feb 2016

**Sears Holdings Corporation - [www.sears.com](http://www.sears.com) (Retail)**

Managed marketing efforts for social commerce platform with 60M+ active members which resulted in 70%+ of total sales. Oversaw promotional, creative, and media efforts across integrated marketing mix of website, in-store, PPC, SEO, SEM, email, direct mail, and SMS.

"Jaimie understands all facets of traditional and digital marketing. She approaches strategy holistically and is always an advocate for the customer. She is a strong team leader." - Caroline Masullo, SVP Shop Your Way

### Media Manager

June 2008 Aug 2011

**Sears Holdings Corporation - [www.sears.com](http://www.sears.com) (Retail)**

Managed \$300M media budget. Responsible for media agencies, media planning, and media buying. Saved millions by shifting media mix from broadcast to digital media. Partnered with program development to develop retail's first-ever interactive, full-screen video microsite (Sears Arrive Lounge) which reversed apparel's sales trajectory, and won Gold Effie, four RACIEs, and Caples International Award for integrated programs.

"Jaimie's accomplishments span from inventing the social network practice at Sears where customer touch points grew for key back to school campaign and holiday. Jaimie knows how to work both ends of the practice; from strategic planning and briefing team members, agencies and media partners to driving back-end lessons learned measurements to inform future strategies." - Perianne Grignon, SVP Media

### Advertising Manager

Sept 2007 - June 2008

**Sears Holdings Corporation - [www.sears.com](http://www.sears.com) (Retail)**

Oversaw \$30M production budget, coordinating creative agencies, messaging, and integration across website, in-store, TV, circular, magazine, radio, and OOH. Achieved substantial cost reduction collaborating with business units to consolidate broadcast production into mini seasonal pods instead of one-off shoots.

"I hired Jaimie based on her enthusiasm, passion and experience. She proved to be an ideal manager that is detail-oriented, results oriented, inquisitive and has the ability as a great problem-solver. Her fiduciary skills were an asset to managing broadcast and she was highly collaborative with her creative, business and media partners." - Rebecca Case, SVP Advertising

### Marketing Director

Feb 2004 - Aug 2007

**JP Morgan Chase - [www.chase.com](http://www.chase.com) (Finance/ Insurance)**

Managed B2C lead generation efforts which drove thousands of qualified inbound leads, and billions in life insurance renewal premiums, and millions in new life insurance annual contracts.

**Media Manager *Leo Burnett***

**Media Planner *United Paramount Network***

**Media Planner *Fox Broadcast Network***