

JENNIFER CUMMINGS

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DEMAND MARKETING EXPERT | MARKETING LEADER | ANALYTICS STRATEGIST

Integrating Strategic Cross-Channel Marketing to Drive Revenue Growth & Maximize ROI

Results-driven marketing executive with 14 years of marketing management experience in the telecommunications industry, adept at managing complex marketing initiatives across 52 national markets while supporting large-scale sales teams. Proven track record of leveraging data analytics to develop targeted marketing campaigns, optimize pricing strategies, and deliver exceptional ROI. A strategic leader who successfully aligns marketing objectives with business goals, manages cross-functional teams, and drives continuous process improvement to enhance marketing effectiveness.

PROFESSIONAL EXPERIENCE**AI & Marketing Consultant: Toptal and Outlier | 2023 - present**

- Provide marketing consulting services with global firms for SaaS and app optimization, focusing on aftermarket strategies, monetization, and go-to-market (GTM) plans
- Review AI-generated content for large language models to ensure accuracy and adherence to rubric criteria
- Conduct quality assurance testing of AI models to validate performance
- Implement analytics and reporting to track content performance and provide insights to refine marketing strategies and maximize ROI

TIME WARNER CABLE**Corporate Director of B2B Digital Marketing | 2012 - 2017**

Led comprehensive digital marketing strategy for Small & Medium Business services across 52 national markets (including New York and Los Angeles), supporting 271 inside sales representatives. Managed a team of 16 marketing professionals responsible for campaign execution, analytics, and performance optimization. Directed, created, and executed comprehensive, integrated creative and content strategy. Served as executive producer of multimedia content, including pre and post-production and scriptwriting. Managed all digital media buying efforts, including SEM, social media, and display retargeting. Implemented website and app strategies, SEO, and content copy optimization to increase acquisition and retargeting effectiveness. Oversaw website tagging, A/B content testing, and digital creative to increase ROI and conversion performance.

Led the Marketing Analytics team, establishing and implementing media mix modeling for all media and acquisition tactics to evaluate ROAS, ROI, CPC, CPA, CTR, conversion rates, unique visitors, and impressions. Optimized media spending to increase revenue acceleration and performance. Created targeted content by funnel stage, including blogs, case studies, whitepapers, and website articles.

Key Achievements:

- Marketing Analytics Innovation: Pioneered TWC's first Media Mix Econometric model to evaluate KPI and media performance, ROI, and Return on Advertising Spend (ROAS) to identify the highest-performing markets, optimizing media buy decisions and advertising spend allocation to accelerate sales and revenue.
- Engineered the Business by the Numbers campaign blueprint, leveraging a customer testimonial strategy to create an integrated omnichannel approach spanning TV, SEM, Display, Email, Content, Website, Direct Mail, and Print marketing. This campaign shattered sales records and positioned Time Warner Cable as an industry leader, earning **BMA B2 Awards** for **Best of Category** and **Award of Excellence**, the **Reggie Award** for Business-to-Business Campaigns, and the **Telly Award** for video and television excellence.

Time Warner Cable;Marketing Communications Director – West Region | 2009 - 2012

Led all marketing communication initiatives for business services across the West Region, managing multimedia marketing campaigns to drive business growth. Served as executive producer for website, TV, print, email, and creative development. Created and produced content strategies, including testimonials, white papers, case studies, TV commercials, sales collateral, customer welcome kits, and email newsletters. Conducted strategic offer testing for direct mail and email campaigns. Managed website audience segmentation and persona development to enhance online buyflow, sales chat effectiveness, and web lead generation.

Key Achievements:

- Developed and created the “I am Time Warner Cable Business Class” customer testimonial campaign that spanned content across case studies, whitepapers, landing pages, and television campaigns that won multiple Cable Telecommunications Association of Marketing (CTAM) awards.
- Developed and executed integrated multimedia marketing strategies to support fiber expansion initiatives, leveraging direct mail, email campaigns, and high-impact brand assets such as van wraps and billboards to enhance awareness, drive conversions, and strengthen brand visibility. Collaborated with PR teams to craft and distribute press releases, amplifying marketing reach and generating increased brand awareness. These efforts resulted in a **32% growth** for the year.

Time Warner Cable;Marketing Acquisition Manager, Residential and Commercial Services | 2003 - 2009

Managed comprehensive marketing strategies for both residential and commercial services, developing targeted campaigns to increase market penetration and reduce churn. Oversaw product acquisition and portfolio management for High-Speed Internet, Video and Business Services. Conducted KPI analysis of churn, ARPU, retention, and product penetration for both inside and outside sales teams. Conducted competitive intelligence analysis to determine product and price offerings.

Led offer creation, promotional development, and product rate card analysis. Worked with Finance teams to identify optimal pricing, conduct contribution margin analysis, and establish terms and conditions. Collaborated with legal teams to ensure compliance with requirements for terms and conditions. Created specialized offers for sales and retention teams to increase sell-in rates. Produced product packaging collateral and customer equipment documentation including product guides and troubleshooting materials.

Key Achievements:

- Collaborated with engineering teams to articulate technical advantages in customer-friendly messaging, increasing digital phone market penetration by 10% in 3 months.
- Established the Employee Referral program that quickly became the #1 revenue-generating campaign in the San Diego market, producing \$36,000 in monthly new sales and \$500,000 in total contract value (TCV).

Earlier Positions at Time Warner Cable – | 1997 - 2003

- Marketing Coordinator (2000-2003)
- Operations | Customer Care | Tier 3 Technical Support (1997-2000)

EDUCATION & CERTIFICATIONS

Master of Arts, Computer Resource and Information Systems Management

Webster University, St. Louis, MO | 1999

Bachelor of Arts, Mass Communications

University of Texas, El Paso, TX | 1996

Technical Training & Certifications:

- MIT CSAIL: Artificial Intelligence: Implications for Business Strategy
- Adobe Target & Adobe Experience Manager (CMS)
- Salesforce: CRM
- PeopleSoft: Finance Reporting Suite