

VANESHA JAISWAL

Marketing strategy and leadership

Selected work connecting audience understanding, strategic direction, execution, and business performance

15+ years across agency, brand, and consulting environments

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The leadership value I bring

I help organizations make better marketing decisions by connecting the parts teams often plan separately.

Audience	What people need, how they decide, and where the experience creates friction
Direction	The positioning, narrative, priorities, and journey the organization will use
Delivery	How product, creative, sales, media, operations, and regional teams bring the direction to life
Evidence	What response, pipeline, revenue, and operational signals should change the next decision

How I work

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I simplify the output without simplifying the thinking behind it.

Find the real problem

Bring audience research, performance, market context, and stakeholder knowledge into one view.

Choose what matters

Identify the tension or decision that should shape the strategy.

Create usable direction

Turn the choice into messaging, journeys, briefs, priorities, and clear ownership.

Keep the work connected

Use documentation and shared measures so the idea remains coherent across teams and channels.

Learn from response

Treat audience behavior and business performance as evidence for the next decision.

INSTNT: defining a new financial technology category

04

BUSINESS PROBLEM

An AI identity fraud loss insurance product sat between fraud tools, underwriting, and cyber insurance. Buyers lacked a clear mental model for the solution or its business value.

LEADERSHIP DECISION

Defined the buyers and account priorities around ownership of fraud loss, onboarding, margin, and growth. Built a category narrative that translated technical capabilities into clear value for each decision maker.

OPERATING MODEL

Connected the narrative to web content, social creative, partner programs, sales materials, CRM journeys, and structured testing. Campaign and CRM response refined the audience and message hypotheses over time.

17%

increase in engaged sessions

~50%

reduction in cost per click

Email engagement increased 108%, referral engagement increased 115%, and paid social engagement increased 52%.

EssenceMediacom: one strategy across complex portfolios

05

BUSINESS PROBLEM

Global technology and financial brands planned brand, product, and demand programs separately by region and line of business. Teams lacked shared audience definitions, journeys, and measures.

LEADERSHIP DECISION

Created common segmentation and account frameworks, then aligned brand storytelling, product narratives, account programs, media choices, and success measures around the same priorities.

LEADERSHIP IN PRACTICE

Led strategy across the Americas, EMEA, APAC, and LATAM. Facilitated decisions among client leaders and specialist teams, then translated the strategy into budgets, channel plans, KPIs, and regional guidance.

25%+

increase in campaign efficiency

~10%

better resource allocation within six months

Selected work included VMware, Dell, Walgreens, Kraft Heinz, Citizens Bank, and U.S. Bank.

GroundLink: connecting four brands to revenue

06

BUSINESS PROBLEM

Four transportation brands served different audiences, but campaigns, sponsorships, and ownership were fragmented. Leadership could not clearly see which combinations drove revenue or customer value.

LEADERSHIP DECISION

Audited the full portfolio and shifted investment toward the audiences, messages, channels, and partnerships showing the strongest return. Added shared funnel definitions, lifecycle tracking, and a regular testing cadence.

TEAM AND CUSTOMER EXPERIENCE

Clarified ownership across marketing, sales, and operations. Partnered with product and customer teams to connect booking journeys, onboarding, loyalty, and account management to the same growth strategy.

~101%

year over year revenue
growth

~535%

inbound lead growth

Customer acquisition increased 3% year over year while the loyalty program supported stronger customer lifetime value.

NeuGroup: a connected experience for finance leaders

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BUSINESS PROBLEM

Senior finance executives encountered separate systems for events, membership, content, and communications. Internal teams relied on manual workarounds and could not see engagement across the full journey.

LEADERSHIP DECISION

Led discovery workshops, mapped member and sponsor journeys, and defined requirements connecting CRM, event management, and the website. Clear ownership and project practices made delivery more predictable.

EXPERIENCE AND EXECUTION

Partnered with design and technical teams on navigation, registration, and content access. The resulting platform made participation easier for members and reporting more useful for internal teams.

85%

increase in web traffic

18%

increase in conversions

Campaign build time decreased about 30%, reducing manual pressure and improving delivery.

Efficient Impact: clarifying a member network

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BUSINESS PROBLEM

A professional network had a dated brand and disconnected website. Prospective members and volunteer leaders struggled to understand its value or how to participate.

CONSULTING APPROACH

Led discovery with leadership to understand the key member journeys. Refreshed the narrative and messaging structure, then reorganized the experience around the actions each audience came to take.

BUILT FOR THE ORGANIZATION

Worked with designers and developers on flexible templates and content guidance that a volunteer team could maintain. The recommendation accounted for the team's capacity as carefully as the audience experience.

The result

A clearer brand and web experience that made joining, leading local efforts, attending events, and finding resources easier to understand.

The pattern across the work

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Different industries reveal the same leadership strength: I connect what the organization knows with what its teams need to do next.

Clarify

Turn complex offerings and competing priorities into a decision people can understand.

Connect

Align the audience, narrative, journey, channel role, ownership, and measures.

Build

Create the briefs, frameworks, workflows, and operating structure teams can use.

Improve

Use customer response and business performance to focus the next investment.

Leadership scope

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Strategy

Positioning, category design, audience strategy, journeys, integrated campaigns, and go to market direction

Operations

Planning, documentation, team workflows, CRM, marketing automation, testing, and performance reviews

Teams

Leadership across marketing, creative, media, product, sales, finance, engineering, agencies, and regional teams

Business contexts

B2B technology, SaaS, financial services, consumer brands, transportation, telecom, member organizations, and consulting

Executive work

Led teams of up to 20. Presented to boards and C suite leaders, guided global planning, and managed budgets up to \$30 million per account

How I lead

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My leadership style is rooted in integrity, empathy, and collaboration.

I create clarity around the decision, define ownership, and give specialists enough context to exercise judgment. I bring teams into the work early, surface gaps without blame, and keep the audience and business objective visible as priorities change.

The result is shared ownership, honest decisions, and enough structure for people to do strong work without unnecessary friction.

VANESHA JAISWAL

Clear thinking. Connected execution.

Marketing strategy and leadership

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