Vanesha Jaiswal.

Marketing & Growth Leader

I connect what your business offers with the people who need it most, creating opportunities for steady, long-term growth.

Customer research and performance data guide my work—from setting strategy and aligning teams to building the systems that connect investment and effort to revenue.

EXPLORE THE WORK ↓ | DOWNLOAD RESUME ↗

EXPERIENCE

15+ years

marketing and growth

INVESTMENT

Up to ~$30M

marketing & media spend managed

MARKETS

Global

Americas · EMEA · APAC · LATAM, down to state, county & city

LEADERSHIP

Teams of 20+

directly managed · cross-department & global

EMPLOYERS

EssenceMediacom · Stein IAS · Instnt · GroundLink · NeuGroup

SELECTED CLIENT WORK

Dell · VMware · Walgreens · Citizens Bank · U.S. Bank · Kraft Heinz

Growing revenue, building demand, and improving the return on investment.

ALL | REVENUE | DEMAND | EFFICIENCY | CONVERSION

01 **GroundLink**

GROUND TRANSPORTATION · PORTFOLIO GROWTH

Consolidated four fragmented brand budgets into high-converting corporate and airport demand.

THE CHALLENGE

Four transportation brands with fragmented campaigns, sponsorships, and ownership.

MY DECISION & LEADERSHIP

Shifted spend to the highest-returning audiences and channels, with shared funnel definitions, lifecycle tracking, and regular testing.

Supporting evidence & measurement

Reported growth across the transportation portfolio



Revenue is year over year; inbound leads are a separate reported growth measure. My work supported these portfolio outcomes.

02 **Instnt**

FINTECH · NEW CATEGORY

Built demand for a new fraud-loss insurance category while reducing spend.

THE CHALLENGE

A new AI fraud-loss insurance product that buyers had no frame for.

MY DECISION & LEADERSHIP

Defined priority buyers and clarified the category across campaigns and sales materials. Live testing shifted investment from cold reach toward mid-funnel content and remarketing.

Supporting evidence & measurement

Marketing spend fell while pipeline grew



~45 / month qualified prospects entering pipeline

~20% progressed to opportunity on $250K–$5M deals. Pipeline measures, not booked revenue.

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03 **EssenceMediacom**

GLOBAL AGENCY · INTEGRATED STRATEGY

Cut through message and segment fragmentation to align global spend around what moved buyers.

THE CHALLENGE

Global accounts planned separately by region and business line, and each had its own performance issue.

MY DECISION & LEADERSHIP

Consolidated overlapping segments and messages into clear buyer priorities, then aligned story, media, budgets, and measures across regions.

Supporting evidence & measurement

25%+

increase in campaign efficiency

Efficiency = less time and effort to reach results, with stronger results than before.

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04 **NeuGroup**

MEMBER ORGANIZATION · DIGITAL TRANSFORMATION

Connected member journeys so campaigns launched earlier and ran like clockwork.

THE CHALLENGE

Member data, events, and the website were in separate systems, leaving little time to promote and plan.

MY DECISION & LEADERSHIP

Mapped member and sponsor journeys and connected the data, events, website, and owners into one picture.

Supporting evidence & measurement

+85%

web traffic

+18%

conversions

~30% faster builds → earlier promotion, more touchpoints, higher attendance

03 / Working system example

Building tools that turn customer insight into coordinated marketing.

Strategy needs a practical way to reach execution. I build tools and workflows around a team’s customer knowledge, data, and priorities—Pain to Pipeline is one working example.

INPUTS

Customer problems & business context

ANALYSIS

Connect audience, offer & performance

OUTPUTS

Campaign plans, content & next decisions

A PRODUCT I CONCEIVED & BUILT

Pain to Pipeline

Connects customer problems, the offer, and performance inputs to campaign planning and content. The analytical engine keeps those decisions connected as customer response informs the next plan.

View live product →

Explore my strategy-to-execution approach ⌄

04 / Leadership

Leading the strategy and the work it takes to deliver growth.

Audience insight, investment decisions, and cross-functional delivery.

SETTING	Global agencies · in-house brands · advisory
TEAMS	Marketing · sales · product · finance · technology · agencies

INDUSTRIES B2B technology · SaaS · financial services · consumer · transportation · telecom · member organizations

Full operating remit

Additional results across my experience

05 / Contact

Let's talk growth.

Looking for a marketing and growth leader who can set direction and help teams deliver it?

CONTACT VANESHA ↗ | DOWNLOAD RESUME ↓ | PORTFOLIO PDF ↓

LINKEDIN ↗