# VANESHA JAISWAL

**Marketing and Growth Leader | Integrated Campaigns | ABM | Partnerships | Analytics | AI**

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## SUMMARY

Marketing leader with 15+ years building growth around how buyers, accounts and markets move, across fintech, financial services, SaaS, enterprise agencies, transportation, telecom and membership organizations. I set the plan and the operating structure behind it, so audience priorities, messaging, channels, events, partnerships, Sales and measurement work together, and I let testing decide where budget goes. I have managed budgets up to ~$30M per account and have used AI in every role since 2017, including building my own AI-enabled marketing product.

## SELECTED RESULTS

- Cut marketing spend from ~$1M to ~$300K at Instnt while growing pipeline: ~45 qualified prospects a month, ~20% progressing to opportunity on $250K–$5M deals.
- Contributed to ~101% YoY revenue growth and ~535% inbound lead growth across four GroundLink transportation brands.
- Raised web traffic ~85% and conversions ~18% at NeuGroup, and cut campaign timelines ~30%.
- Turned sports sponsorships into ~4× ROI at C Spire; improved campaign efficiency ~25% for global clients at EssenceMediacom.

## EXPERIENCE

### INSTNT

Dec 2024 – Dec 2025

**Head of Marketing** | New York, NY

*Early-stage AI-powered identity fraud loss insurance for financial institutions.*

- Owned category positioning, ICP, plan and budget in a regulated market; ran national and regional campaigns to banks, credit unions, brokers and advisory firms across web, LinkedIn, search, programmatic, email, webinars, events, PR and remarketing.
- Let testing set the plan: message, segment, channel and format tests moved budget from cold reach to mid-funnel content and remarketing, cutting spend ~70% while pipeline grew. Enriched and re-engaged old contacts alongside new acquisition.
- Co-set priority accounts with Sales; built ABM and nurture paths that told Sales and SDRs who to contact, when, and what to lead with.
- Co-hosted thought-leadership events with Swiss Re and Munich Re; led analytics in Adobe CJA, GA and Google Ads.
- **Results:** ~20% pipeline to opportunity on $250K–$5M deals; ~45 qualified prospects into pipeline monthly; ~50% lower CPC; engagement rate +20%.

### EFFICIENT IMPACT LLC

Jun 2023 – Present

**Founder and Marketing Consultant** | New York, NY

- Advise small businesses, startups, nonprofits and cultural organizations on positioning, websites, analytics, content, partnerships and sponsorships; grew client organic traffic ~70% and engagement ~50%.
- Built Pain to Pipeline, an AI-enabled product that turns a business description into audience priorities, messaging, campaign content and performance reporting.
- Work with small businesses and recruiters to find and train new marketing hires and set them up to succeed.

**STEIN IAS** Aug 2023 – Feb 2024

**B2B GTM and Media Director** | New York, NY

- Led GTM and media strategy for clients including US Bank, Kraft Heinz and ETS, with budgets of ~$2M–$5M.
- For US Bank, rebuilt the messaging strategy and infrastructure by audience and secured sign-off from teams beyond marketing and Sales.
- Increased ABM audience engagement ~20%; contributed to ~15% higher user acquisition and ~10% better retention.

**ESSENCEMEDIACOM** Mar 2022 – Aug 2023

**Global B2B Integrated Strategy Director** | New York, NY

- Led global B2B strategy for Dell, VMware, Walgreens and Citizens Bank across four regions, with budgets up to ~$30M per account.
- Adapted global strategy by market; for Walgreens, reached HR and internal comms as the people who carried the message inside employers.
- Improved campaign efficiency ~25%; managed teams of 10–15+ and coordinated up to 20 across strategy, analytics, media and creative.

**NEUGROUP** Dec 2020 – Mar 2022

**Director of Marketing** | New York, NY

- Led marketing and digital transformation for a membership and events business serving Fortune 500 finance and treasury teams.
- Brought sponsors in early to shape topics and attendance; delivered a Salesforce and Cvent events platform, raising traffic ~85% and conversions ~18%.

**ICREON** May 2020 – Dec 2020

**Director of Marketing, Demand Generation** | New York, NY

- Led demand generation for a digital transformation consultancy, reducing CPC ~43% through structured testing and budget shifts.

**GROUNDLINK** Jan 2017 – Apr 2020

**Marketing Manager → Senior Marketing Manager → Director of Marketing** | New York, NY

- Promoted twice in three years to lead marketing for four transportation brands across B2B, B2C and B2B2C.
- Built the marketing engine across content, SEO, paid, email, SMS, CRM and partners, contributing to ~101% YoY revenue and ~535% inbound lead growth; A/B testing lifted conversions ~15% and acquisition ~10%.

**Earlier Career**

- **C Spire** (Dec 2012 – Jul 2015), PR Specialist and Brand Ambassador: ~4× ROI on sponsorships; helped sign the first five Mississippi towns for fiber; events up to 60,000+.
- **C Spire Wireless** (Sep 2010 – Dec 2012): Sales Rep of the Month at least once a quarter. **Media Vision** (2016) and **Fourwinds Tours and Travel** (2015–16): marketing manager and executive roles.

## COMMUNITY LEADERSHIP

**Murray Hill Neighborhood Association**, Board Trustee and Chair, Business Committee (Feb 2024 – Present)

## SKILLS AND CERTIFICATIONS

**Tools:** Adobe CJA, Adobe Analytics, GA4, Salesforce, HubSpot, Marketo, Eloqua, Demandbase, 6sense, LinkedIn Ads, Google Ads, Tableau, Power BI, Cvent, Claude, ChatGPT

**Certifications:** Demandbase Advanced ABM and ABX; AI in Marketing, UVA Darden; Google Analytics

**Education:** University of Mississippi, B.S. Biology; minors in Chemistry and Mathematics