

# JEROME SIMMONS, MBA

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## MARKETING DIRECTOR

CONTENT MARKETING | STRATEGY & EXECUTION | REVENUE GROWTH

A strategic and inventive Marketing Leader with 20 years' expertise driving innovative marketing solutions elevating brands across the Technology, Insurance, and Consulting industries. Effective at increasing customer engagement, establishing significant credibility, and driving revenue with a sense of ownership. Builds trust with senior leaders, cross-functional teams and external partners, and embraces complex challenges with a growth mindset. Able to effectively present business cases and ideas to gain executive and cross-functional support to influence record-setting sales revenue growth. Leads and empowers direct reports to add value and reach their full marketing potential. Effective at establishing and managing relationships, deliverables, and expectations with commitment and urgency, utilizing a strategic approach to identify market share growth opportunities.

### CERTIFICATIONS

**Leadership Speaker, Trainer, & Coach** | John Maxwell Team

**Pragmatic Marketer, Level 3** | Pragmatic Institute

**Certified Content Marketer** | Hubspot Academy

**Inbound Marketer** | Hubspot Academy

**Behavioral Analysis Trainer** | John Maxwell Team

### AREAS OF EXPERTISE

B2B Marketing Strategy Development | Product Marketing | Sales Enablement | Content Development & Distribution  
Marketing Automation | Digital Marketing | Data Analytics | Negotiation | Account-Based Marketing | Revenue Growth  
Value Proposition and Message Development | Demand Generation | Project Management | GTM Strategy  
Omni-channel Lead Generation | Collateral Development | Strategic Planning

### PROFESSIONAL EXPERIENCE

**LEXISNEXIS RISK SOLUTIONS** | Atlanta, GA

#### **Senior Marketing Manager** | 2021 - Present

LexisNexis Risk Solutions is a global company that provides data and technology services, analytics, predictive insights, and fraud prevention for a wide range of industries. Reports to the Senior Director of Marketing, responsible for providing strategic marketing and communications direction and leadership for the U.S. Auto Marketing Team.

- Drive the creation of product marketing content through various social channels utilizing blog articles, infographics, SlideShare, and podcasts to expand product awareness for LexisNexis technology innovations.
- Spearhead various thought leadership campaigns through partnership development, industry networking, and targeted campaigns; successfully engaged customers for new product development demonstrations to add value.

#### **Product Marketing Manager** | 2017 - 2021

Reported to the Senior Marketing Manager, overseeing the full product positioning and strategy across five product lines acting as a client-facing liaison for LexisNexis and partners through content management and delivery support.

- Drive the creation of product marketing content through various social channels utilizing blog articles, infographics, SlideShare, and podcasts to expand product awareness for LexisNexis technology innovations.
- Spearhead various thought leadership campaigns through partnership development, industry networking, and targeted campaigns; successfully engaged customers for new product development demonstrations to add value.
- Revitalized a 2017 claims research study from creation to publishing in collaboration with 20 executive-level industry leaders, Sales, Market Research, and Vertical leadership; acquired four sales opportunities, 14 national feature publications, and established the company as a recognized market thought leader.

- Developed and executed integrated strategic marketing plans that helped increase brand awareness for LexisNexis Risk Solutions insurance claims handling solutions by 117% in the last two years.
- Established and implemented a strategic B2B growth plan, which included a white paper campaign that generated 600 downloads, three national trade publication features, and helped to increase sales revenues in 3 months.

**Vertical Marketing Manager | 2014 – 2017**

Reported to the Director of Marketing, driving the growth of auto insurance products through strategic planning to support growth initiatives for LexisNexis technologies in partnership with vertical teams, marketing, sales, service, R&D, and operations.

- Led demand generation and program activities in collaboration with the sales team to develop go to market plans for specific geographies and verticals.
- Managed integrated marketing campaigns, including webinars, content releases, events, channel marketing, and field marketing activities.
- Owned the MQL metric, in partnership with the sales team to improve conversions of MQL's to opportunities, and forge alliances with sales to ensure prospects through nurturing relationships at every stage of the pipeline process.

**XINNIX The Mortgage Academy | Atlanta, GA**

**Marketing Manager | 2013 – 2014**

Reported to the CEO of a Mortgage training company based in Atlanta, GA overseeing one direct report providing marketing strategy and communications support for the launch of a new business line through product positioning, brand messaging, and creative and (GTM) go-to-market plans.

- Developed and executed pivotal rebranding, collateral/website redesign, and content marketing campaigns to include vendor selection, video, print creation, and graphic design, doubling the company growth in 2 years.
- Initiated and managed lead/demand generation campaigns, including email marketing, lead nurturing, display advertising, social media, and content marketing.

**CARTER BROTHERS, LLC | Atlanta, GA**

**Marketing and Communications Manager | 2008 – 2011**

Full-service management company offering integrated facilities management (IFM), project management, electronic security, electrical, and mechanical services. Reported to the Chief Executive Officer overseeing one direct report in the Marketing Department, executing full marketing and communication strategies to increase brand awareness and value for the company effectively.

- Designed and implemented sales and marketing strategies to increase revenues distributing over 100 content marketing and sales empowerment tools, such as presentations, sell sheets, and case studies.
- Increased traffic by 130% for two websites through execution of creative content and search engine marketing campaign; boosted revenue by 6% during the recession period.
- Elevated company brand through the execution of 15 public relations campaigns resulting in 25 featured articles, and two national cover stories.

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## ADDITIONAL EXPERIENCE

BOOST MOBILE | **Regional Marketing Executive**  
ALARM INTERNATIONAL | **Media Marketing Group Director**

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## EDUCATION

**Master of Business Administration** | Florida A&M University  
**Bachelor of Science, Business Administration** | Florida A&M University

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## TECHNICAL SKILLS

Microsoft Word | Excel | PowerPoint | Access | Outlook 365 | Marketing Automation Systems | Pardot | Eloqua | HubSpot  
Adobe Applications | Photoshop | Audition | InDesign | CRM | CMS | Sugar | Siebel | Word Press | Terminus | PathFactory