





JENNA DANIEL

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 LinkedIn URL

SENIOR PROGRAM/PRODUCT MANAGER

Consumer/Technology

Retail

B2B

Award-winning leader with extensive product marketing and program management success at high-profile organizations like Starbucks Coffee, T-Mobile, and University of America. Drive game-changing vision and strategy to elevate brand awareness, maximize revenue and market share growth, and ensure world-class customer experience. Known for synthesizing data into actionable insights to optimize programs. Foster cross-functional coalitions and leverage sharp organizational skills to deliver complex projects and programs.

Program Management | Product Management | Brand Management | Go-to-Market Strategy
Segment Marketing | Messaging & Value Proposition | Customer Experience | Project Management
Events & Sponsorship Engagement/Execution | Coaching & Leadership | Collaboration & Relationship Building

PROFESSIONAL EXPERIENCE

UNIVERSITY OF AMERICA SCHOOL OF BUSINESS | Anywhere, USA

2019 – Present

Marketing Director – Brand Strategy & Customer Experience

Recruited to steer customer-centric vision and positioning across 4 programs to meet evolving demands in business education. Oversee 10-member team while innovating and implementing multimedia, multichannel marketing campaigns to bolster enrollment, brand awareness, and recruiter relations.

- Professionalized marketing across organization by building cross-program relationships, embedding best practices, and streamlining processes.
- Maximized enrollment demand by creating targeted marketing roadmaps and plans; devised digital marketing campaigns in collaboration with advertising managers for each program.
- Enabled Foster to produce journey maps and personas, ensuring uniform prospect experience by orchestrating customer experience initiative across MBA programs.
- Increased lead generation by 9% and competitively positioned Hybrid MBA, MS in Entrepreneurship, and Master of Supply Chain Management programs by launching go-to-market strategy.
- Elevated lead generation 25% by developing targeted event marketing.
- Facilitated consistent brand experience by implementing process improvements across 5 MBA programs.
- Earned Top Performer Award in 2016 and High Achiever Award in 2021 and 2022.
- Currently involved in migrating to Salesforce CRM to improve lead generation and marketing.

AT&T | Anywhere, USA

2010 – 2019

Marketing Manager – Customer Experience, Go-to-Market & B2B (2015 – 2019)

Shaped and executed brand development, customer experience, and market share strategies while leading 15-person cross-functional team. Conceived and implemented product launches and events for 3 business channels.

- Relaunched customer experience by implementing new Net Promoter Score (NPS) survey platform, mapping customer touchpoints, and engaging with cross-functional teams to garner buy-in and support.

- Directed comprehensive brand, advertising, and go-to-market campaign for AT&T’s enterprise technology solutions and voice services introduction within Nebraska market.
- Launched 4G LTE wireless and other data products and services by developing and implementing go-to-market process and framework.
 - Produced mobile video/podcasts, value proposition statements, and sales contests, along with facilitating training to enhance sales team product knowledge.
- Engaged 2,000+ C-level executives with AT&T sales team and yielded \$5M in revenue by coordinating and executing innovative B2B technology events.
- More than doubled NPS in key segments by conducting B2B awareness and skills training around enhancing customer experience.

Marketing Manager – Retail, Consumer, Events & Sponsorships (2010 – 2015)

Promoted to grow market share, oversee brand campaigns in new and existing markets, and manage retail traffic drivers across 25 stores in 5 states. Pursued, negotiated, and activated blue-chip sponsorships with high-profile organizations, such as Kansas City Royals and Milwaukee Brewers. Coordinated fan engagement and brand strategy for sponsorships.

- Grew market share 10% over 3-year period in key markets by devising local brand campaigns and conducting internal team SWOT analysis.
- Boosted awareness and store traffic 22% by driving turnkey processes for 65+ grand openings, relocations, and remodels; delivered 5%-7% new sales gain (average) at retail locations.
- Designed traffic-driven retail marketing pilot program for Midwest region later adopted as standard template across nationwide retail locations.
- Amplified fan engagement up to 9% YoY by leading sponsorship engagement initiatives, including creating and implementing 500+ text-to-win and picture messaging contests for Kansas City Royals.
- Led negotiations to capture coveted America University sponsorship from Verizon.

Prior Roles:

T-MOBILE Merchandising Manager	2007 – 2010
STARBUCKS COFFEE Retail Marketing Leader	2004 – 2007
YUM BRANDS Midwest Marketing Manager	2002 – 2004
USA PRODUCTS INTERNATIONAL Promotions Manager	2000 – 2002

EDUCATION

Master of Business Administration (MBA) | University of America
International Study Abroad | Paris, France

Bachelor of Arts in Communication and Advertising | University of America
International Study Abroad | Mexico City, Mexico

Languages: French (fluent), Spanish (proficient)

AFFILIATIONS

National Association of Marketing & Product Leaders, 2020 – Present
Association of Marketing and Communications Professionals, 2013 – Present
University of America, Student Mentor Program Volunteer, 2011 – 2016