

JODI WRIGHT

Marketing Strategy & Demand Generation Leader

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Strategic marketing leader with deep experience driving pipeline growth, content strategy, and multi-channel demand programs across SaaS, fintech, and B2B organizations. Skilled in building ICP-aligned campaigns, long-cycle nurture programs, and cross-functional alignment with Sales, Product, and Business Development. Adept at transforming complex challenges into scalable programs that improve lead quality, accelerate revenue, and strengthen GTM execution. Known for elevating marketing performance through data-driven insights, modern automation tools, and high-quality content that educates and converts.

AREAS OF EXPERTISE

Demand Generation | Content Strategy | GTM Planning | ICP Targeting & Segmentation | Multi-Channel Campaigns | Digital Marketing | Nurture Programs | Cross-Functional Leadership | CRM & Automation | Reporting & Insights | Project Leadership | Stakeholder Alignment | Brand Strategy Development

PROFESSIONAL EXPERIENCE

Global Marketing Operations Manager | AgroFresh | Philadelphia, PA

09/2025-04/2026

Lead global marketing strategy, demand generation, and cross-functional alignment for a global AgTech leader focused on post-harvest and near-harvest freshness solutions. Build multi-channel programs, content engines, and ICP-aligned campaigns that support long buying cycles and regional GTM priorities across APAC, EMEA, LATAM, and North America.

- Developed integrated demand programs across email, paid media, and content promotion, increasing qualified inbound engagement and accelerating pipeline creation.
- Built ICP-aligned segmentation frameworks to improve targeting, relevance, and conversion across global campaigns.
- Partnered with Sales, Product, and regional leaders to align GTM priorities, messaging, and campaign timing.
- Implemented multi-step nurture programs to support long, consultative buying cycles and improve lead progression.
- Created reporting dashboards surfacing engagement signals, campaign performance, and revenue impact for leadership.

VP, Demand Generation | Atria Wealth Solutions | San Diego, CA

03/2023-07/2025

Drove strategic lead generation initiatives for a national independent broker-dealer, improving lead quality, marketing ROI, and inbound pipeline performance. Led multi-channel campaigns, content development, and media strategy aligned to recruiting and growth priorities.

- Increased lead generation by 27% YoY, delivering 1,100+ MQLs with a 20% MQL conversion rate.
- Managed a \$500K media budget, negotiating ad packages and sponsorships to maximize ROI and brand visibility.
- Produced data-driven insights that informed content planning, campaign prioritization, and resource allocation.
- Produced high-quality recruitment content (whitepapers, articles, collateral) aligned to ICP needs and buyer stages.
- Improved project management workflows, reducing design turnaround times and increasing deliverable quality.

Content Marketing Manager | Procede Software | San Diego, CA

03/2021-03/2023

Led content strategy and demand-driven campaigns for a heavy-duty vehicle SaaS provider. Built content engines, managed a creative team, and executed multi-channel programs aligned to sales priorities.

- Directed a content marketing strategy that boosted engagement by 35% and increased qualified leads by 20%.
- Developed a 12-month content calendar aligned to ICPs, buyer stages, and sales priorities.
- Directed multi-channel 'Partner Spotlight' campaign, driving a 25% increase in partner sales.
- Implemented Marketo marketing automation platform, enhancing marketing operations and reporting capabilities through successful integration with MS Dynamics.
- Improved webinar strategy, achieving a 68% attendance rate and converting 90% of attendees into MQLs.

Digital Marketing & CRM Specialist | Zest Dental Solutions | Carlsbad, CA 09/2018-01/2020

Owned digital marketing, CRM workflows, and automation strategy for a global dental implant company.

- Increased email open rates from 3% to an impressive 20% through strategic adjustments and A/B testing.
- Redesigned email and social media strategies for events, resulting in heightened engagement and lead generation.
- Delivered Salesforce training to the sales team, enhancing their ability to utilize the platform for improved performance.

Senior Marketing & Communications Specialist | Cetera Financial Group | San Diego, CA 06/2017-06/2018

Supported demand generation, content activation, and CRM workflows for the second-largest independent broker-dealer in the U.S.

- Captured 3,000+ leads in 90 days through targeted digital campaigns.
- Contributed \$21M+ to pipeline through Eloqua-driven nurture programs.
- Managed a \$1M media budget, optimizing paid programs for engagement and conversion.
- Improved Salesforce workflows for lead capture, tagging, and reporting.

Marketing Manager | eSUB Construction Software | San Diego, CA 02/2015-06/2017

Owned demand generation, digital advertising, and CRM/automation strategy for a construction SaaS company.

- Built partnership-driven demand programs contributing to a 30% revenue increase.
- Implemented Pardot and Marketo, integrating both with Salesforce to improve targeting and reporting.
- Developed a customer review program that increased inbound leads by 25%.
- Created multi-channel campaigns supporting long buying cycles and sales engagement.

Earlier Experience | Various Companies Prior to 2015

Diverse roles across marketing and communications prior to 2015.

EDUCATION & CERTIFICATIONS

BS Marketing | San Diego State University

Digital Marketing Certificate | UC San Diego – Extension

Certified Digital Marketing Professional | Digital Marketing Institute

TECHNICAL SKILLS

Salesforce | Marketo | Eloqua | Pardot | Zoominfo | Workflow Automation | MS Office | Photoshop | Canva