

JEANINE HOSANNAH

MARKETING MANAGER | SOCIAL MEDIA & DIGITAL STRATEGY | AUDIENCE GROWTH | CONTENT

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PROFESSIONAL SUMMARY

Marketing leader with 9+ years of experience developing and executing integrated B2B and B2C marketing strategies across media, hospitality, and consumer brands. Proven track record of driving audience growth, event registrations, engagement, demand generation, and revenue through paid media, email, social, digital, and partner channels. Experienced in audience acquisition, segmentation, conversion optimization, event marketing, and cross-functional campaign leadership.

PROFESSIONAL EXPERIENCE

Commercial Marketing Manager | Haymarket Media Group | November 2024 – Present | Hybrid, New York, NY

- Spearheaded data-driven audience acquisition across 16 live events and 23 virtual programs, exceeding registration targets by 83% while optimizing multi-channel acquisition ad spend.
- Engineered high-performance social media frameworks that drove a 68% YoY audience growth and a 35% increase in community engagement, systematically converting organic reach into event pipeline revenue.
- Designed and deployed lifecycle marketing automation workflows, elevating email open rates from 13% to 34% through multi-layered behavioral segmentation and targeted A/B communication pathways.
- Architected end-to-end user conversion pipelines, optimizing customer touchpoints from initial awareness down to registration checkout to lower overall subscriber acquisition costs (CAC).
- Orchestrated cross-functional go-to-market (GTM) campaigns with C-Suite executives, sales, editorial, and tech teams, directly accelerating deliverables for premium pharmaceutical and healthcare sponsors.

Marketing Manager | Kokomo Hospitality Group | June 2023 – November 2024 | Hybrid, Brooklyn, NY •

Architected cross-functional growth strategies across multiple high-volume hospitality brands, aligning digital promotions, seasonal menu rollouts, and customer acquisition to maximize unit-level profitability.

- Directed omnichannel brand campaigns across digital, social, PR, and local experiential activations, expanding brand footprint and achieving a 20% acceleration in web traffic volume.
- Engineered high-performance email and retention frameworks that produced a 50% sustained open rate, leveraging advanced behavioral segmentation and localized cohort messaging.
- Deployed data-backed local community initiatives and social strategies that captured a 71% spike in audience engagement, converting digital reach into consistent physical foot traffic.
- Partnered with internal executives and external PR agencies to spearhead market trends research and capitalize on untapped guest persona opportunities.

Digital Marketing Manager | Parched Hospitality Group | October 2022 – April 2023 | Hybrid, Brooklyn, NY •

Owned digital and local marketing strategies for a multi-concept hospitality portfolio reaching 75K+ cumulative followers, consistently beating brand visibility and community expansion KPIs by 68%.

- Designed data-driven lifecycle email retention tracks that slashed guest churn by 43%, while spearheading a comprehensive SEO strategy that delivered 98,000+ high-intent organic visitors.
- Established streamlined content production workflows and quarterly editorial frameworks, boosting cross-functional team

productivity by 91%.

- Optimized and localized 12 distinct Google Business Profiles, securing a 96% surge in search visibility, customer interactions, and map discovery actions.
- Managed localized paid social allocations and structured rigorous programmatic A/B testing on creative assets, generating a 27% improvement in marketing ROI.

Social Media Manager | Flow Media Group | May 2017 – August 2022 | Remote

- Owned social strategy, content, messaging, and channel execution for a multi-industry portfolio, supporting brand awareness, audience acquisition, engagement, leads, and revenue.
 - Established social KPI reporting frameworks and used audience/performance data to optimize content strategy, driving 34% YoY revenue growth.
 - Led SEO and website optimization initiatives that improved page speed by 70% and increased monthly organic traffic by 24%.
 - Developed influencer and creator partnerships that expanded brand reach and contributed to a 63% increase in revenue.
 - Collaborated cross-functionally with creative, marketing, and business teams to translate brand objectives into scalable digital campaigns.
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CORE EXPERTISE

Integrated Marketing Strategy • Audience Acquisition • Demand Generation • Event Marketing • Campaign Strategy • Digital Marketing • Email Marketing & Automation • Paid Media / PPC • Paid & Organic Social • Audience Segmentation • Conversion Optimization • Lead Generation • Content Strategy • SEO/SEM • Marketing Analytics • Performance Reporting • Cross-Functional Leadership

TECHNOLOGY & MARKETING PLATFORMS

HubSpot • Mailchimp • Eloqua • Google Ads & Analytics • Meta Ads • LinkedIn Ads • Sprout Social • Canva • Adobe Creative Suite • Shopify • Squarespace • Later.com • Asana • Monday.com • Slack • Microsoft Office • G Suite

EDUCATION & CERTIFICATIONS

Virginia State University — Bachelor of Science, Criminal Justice • SEO Certification — Noble Desktop • Google Analytics Certified