

Jeslyn Stiles

Content Marketing, Event Marketing, and Project Management Specialist

jeslynstiles@gmail.com
jeslynstiles.com

SUMMARY

Full-stack marketing manager with 10+ hands-on years of experience in multi-channel content marketing, event production and promotion, and marketing project management. Skilled in navigating the unique needs of multiple projects simultaneously; fostering cross-team collaboration; managing external PR, SEO, and creative resources alongside an internal content team; and leveraging AI to streamline content production without losing the humanity behind the words.

PROFESSIONAL EXPERIENCE

Senior Content Marketing Manager, Sembi (2022 - Present) *Remote*

- Manage the production of all marketing content for the **Sembi, TestRail, Ranorex, PreEmptive, Kiuwan, Xray, and Testmo** brands, five direct reports, and various external resources and agencies.
- Produce and edit content for **earned, owned, and paid media**, including email, social media, website content, ebooks, industry reports, case studies, print collateral, sales enablement, and public relations.
- Coordinate, promote, and produce regular product-driven and thought leadership webinars, for a total of **36 webinars, 706 average registrants, and 31% average attendance rate** since November 2022.
- Manage in-person event sponsorship and attendance, including an annual presence at the Atlassian Team, EuroSTAR, and STARWEST conferences. Produced **13 events since June 2023** for an average of **136 total leads and 46 sales-qualified leads per event**. Coordinates all event marketing, logistics, and collateral needs, including booth design, swag selection, travel booking, and pre-event team prep.
- Manage the production and marketing of the **annual industry benchmarking survey and report**, the Sembi Software Quality Pulse Report (formerly the TestRail Software Testing and Quality Report). The 2026 edition, released in May 2026, has earned over **1,000 downloads, five media placements**, and an interview with the **Wall Street Journal**.

Marketing & Business Development Manager, VA Ready (2021 - 2022) *Remote*

- Managed all **marketing and business development strategy, relationships, budgets, and projects** in coordination with one full-time direct report.
- Produced written and creative content for **earned, owned, and paid media** (including email, social media, website content, print collateral, public relations, and radio).
- Promoted the VA Ready program in collaboration with the Virginia Community College System (VCCS), government and social service agencies, and Veteran support organizations to drive enrollment to the program for an **over 100% increase in enrolled Scholars from March-December 2021**.
- Hosted free online **career development events** for Scholars in collaboration with Business and Community Partners using Eventbrite and Zoom. Secured speaking opportunities at partner events to help increase visibility of the VA Ready program and benefits. **Hosted or participated in over 50 events** in calendar year 2021.
- Chaired the **VA Ready Veteran Outreach Task Force** and managed task force projects and contacts. Increased Veteran and military spouse enrollment **44.4%** from Q1 to Q2 of fiscal year 2022.

Dir. of Marketing, Harrisonburg Downtown Renaissance (2019 - 2021) *Harrisonburg, VA*

- Managed all **marketing strategy, relationships, budgets, and projects**. Produced written and creative content for earned, owned, and paid media supporting the events and activities of both Harrisonburg Downtown Renaissance (HDR) and all downtown Harrisonburg businesses.
- Produced multi-channel awareness-driving campaigns such as Taste of Downtown Week (**3 media placements, 1,800 event RSVPs, and 4,808 website views**) and Shop Small for the Holidays (**4,500 event RSVPs and 22,200 gift shopping guides distributed**).
- Worked with small business owners to provide marketing guidance and assistance. Assisted in the development and teaching of a **four-day marketing workshop that earned 44 attendees and a 4.25 out of 5 feedback rating**.
- Assisted with the **production and marketing of HDR events** throughout the year, which brought an average of 2,000 people per event to the Harrisonburg downtown district.

Content Marketing Manager, StreetShares (2018 - 2019) *Reston, VA*

- Managed content marketing strategy, relationships, and projects. Produced written and creative content for earned, owned, and paid media (including social media, website content, and email). Earned **1,500 new blog and newsletter subscribers and 1,000,000 opened emails**.
- Wrote long-form blog copy, press releases, and marketing copy. Hired and managed agency partners and freelancers to produce additional content and edited their work. Managed website content and created landing pages on Hubspot. **Earned 90,000 blog views**.

Social Media & Content Specialist, CustomInk (2015 - 2018) *Fairfax, VA*

- Managed social media strategy, editorial calendar, and content production for Facebook, Twitter, Instagram, YouTube, and Pinterest. Monitored all channels and addressed customer service concerns. **Grew social media followers by 125,000**.
- Produced **written and creative content**, curated user-generated content, managed influencer program, and coordinated with creative team for production of additional assets and videos.

EDUCATION

MBA, James Madison University (2021)

- Major: Innovation

BFA, James Madison University (2012)

- Major: Graphic Design

SKILLS

- | | | |
|------------------------|-------------------|----------------------------|
| • Hubspot | • Zoom | • Google Analytics |
| • Wordpress | • Eventbrite | • Event Production |
| • Adobe Creative Suite | • Hootsuite | • Project management |
| • Canva | • Mailchimp | • Leadership |
| • Jira | • Google Suite | • Multi-channel marketing |
| • Asana and Monday | • Microsoft Suite | • Cross-team collaboration |