

JACQUELINE MAYAN

Strategic Marketing and Communications Leader

CONTACT



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AREAS OF STRENGTH

GO-TO-MARKET STRATEGY

CLIENT RETENTION

TARGETED PROSPECTING

MARKETING, BRANDING, COMMUNICATIONS & SALES STRATEGY

PRODUCT MARKETING

STRATEGIC BUSINESS DEVELOPMENT

STRATEGIC PARTNERSHIPS

PROJECT MANAGEMENT

VENDOR & AGENCY MANAGEMENT

LEAD & DEMAND GENERATION

B2B & B2C MARKETING

FIELD MARKETING

EVENTS/CONFERENCES/TRADESHOWS

MARKETING AUTOMATION

DIGITAL/ONLINE MARKETING

INTEGRATED MARKETING

TOOLS: SALESFORCE

HUBSPOT

SMARTSHEET

CANVA

MELTWATER

EXPERIENCE IN FORTUNE 500 COMPANIES AND HIGH GROWTH START-UPS

Accomplished, creative marketing professional with vast B2B experience in the utilities, renewable energy, clean technology, and AI technology industries with a wealth of experience in strategic marketing, communications, and sales plan development—driving from concept through execution and revenue generation. Dynamic leader with exceptional project management abilities as a result of keen attention to detail and strong organizational and problem-solving skills. Results-oriented with proven success record.

EMPLOYMENT HISTORY

SOL SYSTEMS | Washington, DC • 2022 - Present
Senior Director, Marketing and Communications

In charge of developing, leading, and executing Sol's overall marketing and communications strategies. This includes highlighting the infrastructure and community impact initiatives, designing marketing methods, campaigns, programs, and opportunities to expand and grow Sol's footprint.

- Develop and manage strategic B2B, B2C and B2B2C marketing and communications plans
- Maintain expertise in emerging market trends and opportunities in the renewable and clean energy sectors
- Develop PR strategies and manage media to increase brand and impact awareness
- Lead editorial processes and publications, including newsletters, websites, blogs, and white papers, including the creation of collateral, print, digital and video content
- Actively manage marketing and communications teams, coordinating with policy teams and key executives
- Collaborate and coordinate promotional activities, external events, and advertising campaigns

EXYN TECHNOLOGIES | Philadelphia, PA • 2021 - 2022
Head of Marketing

Recruited to drive innovative marketing and communication strategies and process improvements from ideation to implementation. Develop and execute the overall marketing and communication strategy to grow Exyn's presence across channels as an industry leader in multi-platform autonomous robotics for global mining, construction, energy, and public sectors.

- Conceptualized and implemented strategic marketing and communications strategies
- Identified, implemented, and manage KPI's for measurement, tracking, reporting and decision-making
- Enhanced PR strategy to better align with target markets and acquire credibility through awards and securing organic top tier publications coverage
- Work with Executive team to develop and manage enterprise product marketing and communications plans and editorial calendar
- Led and oversaw the creation of all collateral, including newsletters, website, blogs, white papers, social media content - print, digital, video
- Strategized and oversaw 40+ industry and company events

CHESAPEAKE UTILITIES CORPORATION | Dover, DE • 2016 - 2021
Business Development & Marketing Manager • 2019 - 2021

Selected to join inaugural corporate Business Development team to expand, grow, and market Chesapeake's geography and services across the Energy Value Chain promoting mobile energy solutions and asset development of strategic projects to utilities, pipelines, power plants, industrial facilities, and fleets. Establish and work with strategic alliances to identify mutually beneficial projects that align with expansion and growth plans.

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INDUSTRY & COMMUNITY LEADERSHIP

Sol Systems **JEDI (Justice, Equity, Diversity and Inclusion)** member 2023-present

Chesapeake Utilities Corp. **Equity, Diversity and Inclusion** Council Member and Chair of Communications Subcommittee; member of Education & Employee Resource Groups Subcommittees 2020 – 2021

The Coalition for Renewable Natural Gas, Outreach & Access advisory board member 2019-2021

American Association of Blacks [and minorities] in Energy (AABE), a founding officer of Delaware Chapter 2018-2021; Current member of DC Chapter 2023-Present

Wharton Initiative for Global Environmental Leadership (IGEL), advisory board member 2019-2020

Mom's House, **non-profit board member;** **Chair of largest annual fundraiser,** Dancing with the Delaware Stars 2018-2020

APG Media of Chesapeake
Women to Watch 2021 Spotlight

EDUCATION

Business Excellence Certificate, Chief Marketing Officer Program
Columbia Business School

Bachelor of Science - Business Management,
University of Phoenix

Sustainability and Environmental Management Courses,
Harvard University (Div. of Continuing Ed.)

Business Management Courses,
Bloomfield College

EMPLOYMENT HISTORY (continued)

CHESAPEAKE UTILITIES CORPORATION (Continued)

- Development of marketing messaging, targeting research and development, and responsibly acting as a spokesperson for the company
- Lead go-to-market and sales origination strategies for the Company
- Champion market activities such as conferences, tradeshows, industry seminars and trade journal requests
- Catalyst for enabling renewable natural gas (RNG) for Company.
- Led closure of a \$250M RNG from poultry waste project, which is largest of its kind in U.S.
- Analyze current industry trends to identify business opportunities that would generate revenue resources and profitability
- Negotiations of favorable terms and conditions in collaboration with leadership to minimize risk
- Work with and effectively lead cross functional teams to deliver high-quality projects

Senior Manager, Commercial Business & Marketing • 2016 – 2019

Led and managed the business unit's commercial sales area of operations, including pipeline sales and business development, customer negotiations, marketing, and communications. Collaborated with customers, prospective customers, local governments and communities, and economic development offices to expand the availability of natural gas, RNG, CNG, LNG and virtual utility pipeline services.

- Point of contact with existing customers and potential customers on an ongoing basis, as well as upstream pipeline suppliers and other potential energy developers.
- Responsible for the oversight of customer engagement activities, including contract negotiation, website management, customer messaging and outreach programs, management of communication media channels, and other related customer engagement strategies.
- Actively supported and participated in short and long-term strategic planning and budgeting efforts, including the identification of new complementary services.

NAUTILUS SOLAR ENERGY, LLC | Director of Marketing | Summit, NJ • 2014 - 2016

Developed and managed overall strategic marketing and communications for the Nautilus Solar brand. These efforts were focused on increasing market awareness and driving inbound sales leads. Strategic deliverables critical to the success of the company.

- Re-branded and developed Nautilus Solar's messaging and value proposition to reflect business model change.
- Brought the culture of sales and marketing to the company – my role was the first of its kind in the company's history.
- Built start-up marketing department and brought the MQL/SQL paradigm to better judge the efficacy of the organization's sales efforts.
- Developed market-specific strategies and managed marketing programs that generated 100+ MQLs within a two-month timeframe.

COMODO GROUP, INC. | Enterprise Marketing Manager | Clifton, NJ • 2012-2014

Managed the marketing activities for global enterprise products and solutions, including message development, product positioning, and program creation. Identified and communicated the value proposition of the products to the sales team and developed sales tools. Planned and implemented the launch of new products and releases.

- Developed strategies and managed the marketing programs that generated 7,800+ leads.
- Marketing efforts contributed to pipeline revenue potential of \$20.5M.
- Developed and executed cohesive strategic messaging/campaigns via management of Public Relations agencies in USA, UK, Germany, and Turkey.