

JENNIFER PALMER FARRINGTON

BUILDING HIGH-PERFORMING MARKETING TEAMS TO DRIVE REVENUE

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An **award-winning marketing leader** with a proven track record in creating high-performing teams and profitable operations. Excels in identifying market opportunities and engineering data-driven campaigns that deliver exceptional results. A visionary leader who inspires global teams, captivates C-level executives, and encourages innovation. Provides creative problem-solving strategies to deliver peace of mind to executives, ensuring projects are carried out with excellence and transparency.

- *An engaging leader with a winning talent for implementing continuous improvement methodologies to enhance existing sales and marketing processes.*
- *Executes data-driven campaigns and cost-effective marketing strategies that establish strong brand awareness and yield powerful results.*
- *An expert on global marketing efforts and major rebranding projects, leveraging creativity and offering a unique perspective on current industry trends.*
- *Inspires global teams and consults with executive leaders, while delivering impactful presentations to key stakeholders across global and domestic markets.*
- *Champions a highly productive and positive working culture by encouraging innovative ideas, performance-driven behaviors, open communication, and cross-functional collaborations.*

WORK EXPERIENCE

Owner, Marketing Expert | [YourMarketer LLC](#), Fairfield, CT 2020 – Present

Built an [online marketing platform](#) for the professional service industry that delivers high-quality marketing services on a per-project basis with up-front pricing. Collaborates with clients to manage branding, websites, social media programs, advertising platforms, and blog management. Creates digital marketing programs that help increase sales by featuring services and thought leadership.

- Developed a web-based platform to align the client's sector with the freelancer's particular field and services, and centralize marketing inquiries, payments, and interactions, leading to enhanced response times and streamlined transactions.
- Directed rebranding for two accounting firms, including messaging, logos, website, conference booth collaterals, and online content.
- Re-branded and created an external and members-only site for a professional educational association.
- Introduced an online marketplace company with press, social media, advertising, targeted research, emails, business development, and branded videos.
- Revived and rebranded an educational firm with a new logo, website, client communications, and RFP support while developing strategic initiatives and roadmaps tailored to client interests. Conducted a client satisfaction survey and instituted account manager follow-ups, leading to 10% in additional revenue.
- Spearheaded business expansion activities through brochure design, website enhancements, client interactions, social media, and media outreach for a Hollywood-based AI firm.
- Owned marketing efforts for a management consulting company, launching a new website, creating posts and advertising on social media, authoring articles, and producing marketing collaterals, showing ROI with new clients brought in by marketing efforts.

Chief Marketing Officer | [Mazars USA LLP](#), New York, NY 2012 – 2020

Successfully directed marketing and business development functions, leading a team of 20 members, and managing a yearly budget of \$5M. Primary responsibilities included developing and implementing annual marketing and business development strategies, conveying core strategies to the CEO and executive board members, and serving as a member of Mazars global

marketing and communication leadership board, focusing on creating powerful expansion strategies and launching global initiatives.

- Redesigned marketing and business development department for a national accounting firm, resulting in 64% revenue growth.
- Revamped sales functions and defined roles and expectations, expanding sales pipeline by \$2M per sales executive.
- Navigated national media attention during congressional, federal, and supreme court cases by establishing internal and external crisis communication procedures and messaging, thereby upholding the firm's neutral stance.
- Spearheaded [rebranding and launch of Mazars USA brand](#), delivering competitive advertising and public relations (PR) strategies and website development projects all within budget.
- Served as global communications and marketing resource to develop various marketing plans, including [social media campaigns, print and digital ads](#), and survey development for distribution in other countries.
- Pioneered firm-wide adoption of MS Dynamics CRM, achieving 95% usage across partnerships and salesforce.
- Initiated content marketing activities involving thought leadership, webinars, and events to cultivate sales prospects and revenue streams, yielding a return on investment (ROI) of \$11M in new business prospects and earning profits worth \$2.37M.
- Established marketing content tools the *Mazars Ledger* and *Growth NOTES*, and monitored download counts for post-sale activities, resulting in over 1K prospective connections and ROI worth \$5M in fresh opportunities.
- Instituted a [new intranet for the U.S.-based company](#), witnessing 73% and 95% workforce adoption within the first two weeks and eight months respectively.
- Elevated targeted weekly proposal KPIs by tripling outcomes through amplification of marketing endeavors and brand narrative, resulting in a 10% surge in web traffic and a significant leap of 1000x in social media followers and engagements.
- Achieved a rise of *30 points in the firm's NPS within two years*, winning the "2020 Best of Accounting Award" from *ClearlyRated* and generating a 20% increase in cross-selling services to clients.

National Marketing Director | [Grant Thornton LLP](#), New York, NY 2010 – 2012

Steered cross-functional teams in the non-profit marketing sector of a global accounting firm with a net worth of \$3.6B. Devised strategic recommendations for national managing partner and leadership team on crafting marketing campaigns, underpinned by analyzing critical market trends and industry transformations.

- Innovated marketing initiatives, prioritizing market trends and subjects within the NFP sector while creating substantial influence.
- Overhauled NFP practice's intranet to boost simplicity and user-friendliness, resourcefully supplying senior executives with essential tools for field engagement.
- Harnessed visionary prowess to drive several marketing strategies, including seminars, webcasts, newsletters, whitepapers, and curated surveys, amplifying total market visibility for the establishment.

Regional Marketing Director | [Grant Thornton LLP](#), New York, NY 2008 – 2010

Led a 20-member marketing team to support revenue growth throughout the northeast region. Formulated strategic marketing initiatives and comprehensive campaigns, targeting primary sectors in association with both the board chairman and office managing partners.

- Crafted customized multiple [direct mail premium items](#) and scrutinized ROI outcomes to assess efficiency, fostering an influx of \$9M in new sales opportunities from marketing ventures across a year.
- Optimized departmental procedures and adopted a market-driven strategy for workload management, slashing budget expenses by 15%.
- Established the firm's inaugural [interactive marketing](#) drive via personalized (pURL) print, email, and landing pages, harvesting above \$1M in fresh prospects for the sales team.
- Orchestrated '[Women & Wine](#)' event, featuring global female winemakers, with a turnout of over 400 women and \$1.1M in sales prospects.

Principal, Owner | [Palmer-Farrington LLC](#), Fairfield, CT 2006 – 2008

Operated as the Principal of this marketing consulting firm, acting as a client liaison, and promoting the growth, visibility, and performance of professional service firms.

- Boosted lead generation efforts and secured 2 major clients, increasing capacity demand and scalability.
- Created a variety of marketing programs and campaigns that encompassed email communications, published articles, PR strategies, implemented CRM databases, cross-selling programs, and advertising messages for national clients.
- Effectively promoted marketing and business development [lead programs for a media-savvy compensation firm](#) into sales with a newly implemented CRM database.
- Focused on client attainment objectives through [leading marketing communication program](#) development, messaging, and marketing campaigns as well as implemented strategic plans for success.
- Raised an executive compensation firm's profile by developing a [fresh brand identity](#) and incorporating engaging marketing strategies; including all messaging, website, marketing collateral, letterhead, and business cards.

Chief Marketing Officer, Principal | [Buck Consultants, Inc.](#), Stamford, CT and Chicago, IL 2001 – 2006

(Part of the PricewaterhouseCoopers division acquired by Buck Consultants/Mellon Bank/ACS)

Commanded the international marketing and communications efforts for this \$450M global provider of human resources consulting services. Successfully implemented key marketing initiatives outlined by the CEO and Executive Leadership Team, leading to positive results.

- Partnered with C-level leaders to create the company's vision, messaging, and release strategy.
- Accountable for overseeing a \$2.5M budget and plan, managing results throughout the year, and coming 15%-20% under budget each year.
- Formulated efficient follow-up procedures for marketing activities with the sales team, tracking all marketing leads for ROI, contributing to 1% overall of the firm's revenue.
- Launched marketing events and activities to increase brand awareness in the marketplace and boost consultant visibility through public relations campaigns by expanding media quotes and article clips by 85%.
- Balanced management of in-house and outsourced staffing, while securing top talent and decreasing overhead by 10%.
- Spearheaded the marketplace launch and rebranding for the firm, leading the [global branding team](#) on marketing initiatives, including collateral development, website design and content, global magazine, and client retention programs. Fully compliant and under budget within 4 months.
- Customized new lead-development software, reducing administration costs by \$150K and maximizing results by integrating the sales department with each marketing activity.

EARLY CAREER

Director of Marketing Services | [Insignia/ESG, Inc.](#), Chicago, IL 2000

Manager of Marketing | [HAYGRORUP, Inc.](#), Chicago, IL 1998 - 2000

EDUCATION

Bachelor of Arts in Communication & Psychology Bethel College, Indiana

AWARDS & SPEAKING ENGAGEMENTS

AAM Marketing Achievement Awards	2014, 2016, 2019
MarCom Creative Awards: Platinum and Gold Winners	2011 - 2019
MarCom Creative Awards: Platinum and Gold Winners	2005
Member, American Marketing Association	
Member, Association of Accounting Marketing	
Speaker, Association of Accounting Marketing	
Speaker, Accounting and Finance Forum NYC	
Speaker, Ignite B2B	