

DARICE JADOS

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Accomplished leader who builds, inspires, and guides a marketing organization to deliver toward defined strategies. Proven skills in identifying operational efficiencies and setting data-driven goals that drive growth. Big-picture thinker who leads change through marketing, sales enablement, and operations. Highly adaptable to new industries.

Career Highlights

- Doubled pipeline opportunities through marketing initiatives for CapRelo
 - Increased lead conversions 84% by introducing new technology, KPIs / metrics, tailored marketing plans, and coaching at Guild Mortgage
 - Championed SaaS B2B2C technology ideation and roll-out; surpassing forecast by 25% for Sirva
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EXPERIENCE

CapRelo (Sterling, VA; global relocation company)
Senior Director, Marketing and Enablement

October 2022 – Present

Drive expansion and client growth through targeted branding, channel marketing, and enablement. Leverage analytics and data insights to influence go-to-market decisions. Develop marketing plans that align with global sales strategy to drive customer acquisition, retention, and growth. Maximize relationships with industry organizations to drive awareness and lead generation.

- **Increased opportunities pipeline 50%** through expanded brand presence, campaigns, and advertising. Lead the go-to-market approach by strengthening brand recognition and driving clarity around positioning and strategy.
- Direct the development and execution of demand generation, global marketing, account-based marketing, content development / generative AI. Launched website AI bot.
- Lead GTM for SaaS B2B2C product including brand, social media, email, and content.
- Implemented digital marketing influencer program resulting in **double digit+ growth on social media platforms**.
- Manage Marketing team and agencies. Interim supervisor of Sales and Proposal teams (2023); provided direction on prospect interactions including messaging and proposal submissions; positioning of products / services targeting HR and Procurement.
- Collaborate with other senior leaders to identify and define responses to business-wide challenges and growth opportunities.

Guild Mortgage (Aurora, IL)

2018 – 2022

Director of Marketing and Sales Operations (2021 – 2022)
Director of Marketing (2018 – 2021)

- **Increased leads 84%** through improved marketing plans, and KPI focused coaching of Sales and Marketing teams and enhanced Marketing technology stack.
- Led all B2C GTM efforts with an emphasis on digital strategy for regional markets including web, SEO, CRM, social media, blog / thought leadership, advertising, press releases; increased engagement and traffic including website 65% and social media followers 208%.

- Established metric-based tracking and ROI monitoring for Sales team. Drove sales enablement through tools and training. Increased Sales use of CRM 30% through improved and new job aids and training programs. Established Resource Learning Center for Sales.
- Managed team of project managers, designers, digital professionals, and agencies with a focus on coaching, structure and accountability while driving processes, innovation and proactive problem solving. **Improved department project turn time by three days first 8 months.**

Sirva (Oak Brook, IL; global relocation company)

2010 – 2017

Senior Manager, Global Marketing and Strategic Relationships (2015 – 2017)

Manager, Corporate Marketing (2010 – 2015)

- Developed demand generation marketing campaigns for global B2B products and services; marketing lead for North America, corporate liaison for South America, UK and Asia teams.
- Led cross-functional project teams in matrix environment through product ideation to market introduction as part of overall communications strategy.
- Championed launch of first-to-market B2B2C SaaS technology that **drove \$750,000 new revenue** beating forecast 25% and setting the bar for the industry standard.
- Spearheaded corporate website designs with lead generation focus, included global optimization (SEO, SEM); **resulted in web conversions that generated \$1.5 million revenue.**
- **Achieved 150% of forecast** as Marketing lead for a new business segment
- Directed global sponsorships and trade show events; resulted in **20% increase in lead pipeline.** Collaborated with C-suite to drive strategy. \$1 million+ event budgets.
- Pioneered lead management process including functionality and reporting; implemented lead source tracking through Salesforce.com. Marketo CRM.

Maple Leaf Foods (Ontario, CA; food manufacturer)

2007 – 2009

Brand Manager

- Created brand identity and promotional campaigns for major grocery retailers.
- Led product R&D, branding, promotion and positioning for private label products (Kroger).
- Strategic direction to cross-functional teams in development of product, packaging, signage (POP) and P&L for U.S. and Canada retail products. Managed \$125 million in sales of 200 SKUs.

Oberweis Dairy (North Aurora, IL; manufacturer & retail dairy/ice cream)

2003 – 2007

Marketing Manager, New Products & Retail (2005 – 2007)

Marketing Manager, Retail Stores (2003 – 2005)

- Led product development including concept, packaging and market launch; developed new dessert line that **increased in-store revenue 25%.**
- Managed retail / store marketing including opening, promotion, loyalty program and POS.
- Increased sales 20% from promotions developed and targeted for “store loyalty card” program.
- Developed advertising campaigns with (Chicago) media and radio (WLIT, Chicago Tribune), increasing sales 50% in down season. Created plan for slow moving products.
- Redesigned e-commerce site to include monthly promotions and cross-selling opportunities to match consumer persona research. **Increased e-commerce sales 30% in first 6 months.**

EDUCATION

Master of Business Administration (MBA) – Marketing, Lewis University

Bachelor of Arts – Political Science, Eastern Illinois University