

JAMILAH HOSAN

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CERTIFICATIONS

- ON24 Webcast Elite Certification | On24
- Professional Certificate - Event and Meeting Planning: Corporate and Association Events | SFSU College of Extended Learning

PROFESSIONAL EXPERIENCES

Field Marketing Coordinator (01/2023 - Present)

- Executed end-to-end virtual and in-person events in FY23 that contributed \$2M in accelerated pipeline (contact-based), \$25M in touched pipeline (account-based), and over \$100k in contributed pipeline.
- Cultivated interesting, unique ideas for Field Marketing events; including but not limited to - event sponsorships, tradeshow presences, small roundtables, and activity-based campaigns.
- Coordinated Direct Mailer campaign, bringing in 100 new sourced leads on a quarterly basis.
- Led kickoff plans and communications with Sales leading up to Field Marketing hosted events and activities.
- Facilitated relationship with swag vendor, managing six-figure annual budget and inventory plus shipping management.

The Sage Group (Bay Area) (06/2022 - 12/2022)

Webinar Marketing Manager at Tipalti, contract

- Drove program growth making webinars one of Tipalti's highest sources of growth for lead generation.
- Engaged with SMEs and third-party partners such as On24 and BrightTalk to create valuable webinar experiences.
- Organized lead nurture stream according to program timeline to ensure immediate touchpoints between sales and prospects.
- Streamlined project management flow of partner and first-party hosted webinars by creating, from scratch, a regularly used content calendar and reusable Asana templates.

Blend Labs, Inc. (05/2021 - 12/2021)

Demand Generation Associate (Webinars)

- Remodeled project management process for the existing webinar program; as a result, automated project management flow and increased program visibility.
- Pitched and evaluated third-party partnership/sponsorship opportunities.
- Composed Marketo landing pages for webinars that were promoted via social and email marketing.

Adobe, Inc. (07/2018 - 04/2021)

Event and Webinar Manager ; WW Field Enablement (05/2019 - 04/2021)

- Boosted 50% growth in attendance for webinars by leading a strategy that promoted predictable cadence and collaborating with SMEs to produce high-level, informational webinar sessions that educate and enable the field.
- Directed 180+ virtual breakout sessions for Adobe's FY21 global Sales Kickoff which catered to over 4,000 global virtual attendees.
- Administered calendaring, roster management, production dry runs, and creates courses via Learning Management System.
- Led operations and room bookings for training and New Hire onboarding in North America and APAC regions. Managed event rosters, purchases print-out materials, researched gifts/swag, shipping, arranged catering menus, and acted as interim A/V support.

Communications Coordinator, WW Field Enablement (07/2018 - 05/2019)

- Acted as communication lead for Digital Marketing Architecture program by creating summary Spark pages per event, taking photos of each boot camp, and writing email copy according to the program timeline.
- Managed Film Festival portion of Adobe's Sales Kickoff - created entry form, organized marketing campaigns that led to 10% increase in participation, purchased trophies + arranged donation prizes.

Informatica Inc. (05/2017 - 05/2018)

Presales Technical Enablement Intern

- Acted as publisher by developing and assigning required courses to technical employees in LMS, LearnCore.
- Managed project communications and post-production recording assets for Train the Trainer event, which enabled over 60 employees.
- Contributed to migration project, moving outdated assets from Intranet portal.
- Created and maintained a \$10k budget purchase list utilized for Informatica's Kickoff 2018 gamification prize winners.

EDUCATION

San Jose State University

Bachelor of Science in Public Relations; Minor in Radio, TV, Film