



JANE MARKELL
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WHAT OUR CLIENTS HAVE TO SAY ABOUT JANE MARKELL

"I love when I get to say the word 'WOW.' In every project where I have engaged Jane, 'wow' was constantly coming out of my mouth. Apart from the quality of work, attention to detail, speed of execution, and pride in the finished product, working with Jane was fun! Tight timelines? Check. Complex Op Mechs? Check. Changes in scope of work? Check. Completed work on time and within budget? You guessed it...check! Jane's communication and project management skills are world-class. If you have marketing needs, big or small, give Jane a call and be ready to say... 'WOW!'"
—Treg Tyler | Intuit

EXPANDING THE BOUNDARIES OF MARKETING

Jane Markell views marketing as the command center for your company's or product's communications. Everything stems from there, and, depending on your objectives, target audience, and resources, you choose the tools and the means of delivery to reach your prospects and tell your story. Copywriting. Event scouting. Project management. Whatever it takes. Jane has what it takes to size up a challenge, find a workable solution and get the job done. If it involves working with stakeholders, influencers, and decision makers, she can do that, too. It certainly helps that Jane has worn a lot of hats over the course of her successful career. It helps even more that she's somebody who knows how to get results.

EMPATHIC, FLEXIBLE, CULTURALLY SENSITIVE: THAT'S JUST JANE

Jane came to the Bay Area by way of New York, where she worked in the advertising industry for various B2B and consumer product companies. She earned an MBA with an emphasis on international studies and held the Director of Corporate Communications and Product Marketing position at Honeywell before landing at Intuit, where she specialized in product launches for international markets. Figuring out how to integrate Intuit's corporate brand into new cultures became a special subset of Jane's marketing expertise.

TARGETING THE AUDIENCE. TAILORING THE MESSAGE.

As a result of her international experience, is it any wonder Jane places a premium on understanding the audience? Communication tools may vary, but the message itself has to be effective for the company's target demographic. The key to any project's success is to pinpoint the right audience, customize a message for that audience, and deliver it in a memorable way. As for the toolbox itself, Jane is an excellent writer/editor, a direct response specialist, a product launch guru, and a detail-oriented project manager. She solves problems the same way she learned to speak fluent French, by immersing herself fully in the medium and figuring things out.

TIME OFF: ONE LIFE, ENDLESSLY ACTIVE

At Intuit, Jane's marketing role was as a facilitator. From strategic planning to content aggregation and everything in between, Jane made it her responsibility to find somebody to do the job, or to do it herself. No less active in her personal life, Jane loves to hike, bike, swim, and play tennis. She enjoys these activities when she and her husband aren't jetting off to their next international destination. If that sounds like a full plate, it is. Jane specializes in full plates, even as she lightens the load for others. It's all about finding the right mix and getting the job done.



FAVORITE BOOK: The Alchemist
FAVORITE MOVIE: The Shawshank Redemption
FAVORITE HOBBY: Swimming in the ocean
SECRET, USELESS TALENT: Punster
AN ITEM ON YOUR BUCKET LIST: Touring India and hiking in the Himalayas

CORE SKILLS

Creative Project Leader & Manager
Strategic Planner/Marketer
International Marketing & Localization Specialist
Creative Content Writer/Editor
Online Marketing & Direct Response
Brand/Marketing Communications
Content Development and Aggregation
New Business Startup Advisor & Launch Manager
Producer/Writer of Video & Multimedia Presentations

RELEVANT EXPERIENCE



Intuit

Global QuickBooks Accountants marketing consultant. Digital marketing & engagement in new and emerging markets including: Canada, UK, India, France, Australia, Brazil, & Singapore. Created core set of marketing materials for accountants and their small business clients to support QBO in new markets; facilitated localization & translation of collateral materials as well as marketing web content; managed development of central content library on Salesforce to support global training teams; worked with global IT team to help implement migration of web content from Open CMS to Adobe CQ and adapt design and text to meet new communications and brand standards internationally.



CoreLogic

Go-to-market consultant for re-introduction of risk analytics software for home mortgages. Collaborated with senior management, product development and beta customers to research and define new value proposition; beta team marketing lead responsible for acquiring customer feedback and input to help shape messaging and use cases for sales and training purposes; developed new collateral and sales presentation for Salesforce; optimized and created new content for web site and press materials.

WORK HISTORY

Consultant: 1998-now
GCI: 1996-1997
Leeds and Northrup: 1993-1996
NYC Ad Agencies: Lowe Marschalk, Ketchum, & Grey

CREDENTIALS

MBA/MIM, Thunderbird School of Global Management
BA, History/French, Wellesley College
Fluent in French / Some Spanish

