Jamie Roberts

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7 years of B2B marketing experience with an emphasis in SaaS and technology. An expert in campaign development and strategic execution.

PROFESSIONAL EXPERIENCE

Esri **Redlands, CA**
Senior Partner Marketing Program Manager *June 2023–March 2026*

- Managed strategy, budget, and execution of co-marketing campaigns with strategic alliances like Microsoft, Autodesk, AWS, and IBM through multichannel strategies including paid and organic social media marketing, web, email, events, and press releases and fulfill partner marketing benefits to the Esri Partner Network channel ecosystem
- In 2025, led the first partner marketing program resulting in 58% of net new prospects for the corporate marketing department total
- In 2024, led partner campaigns that contributed to 87% of sales prospects of Global and Channel Marketing department total
- In 2023, managed Esri's sponsorship of alliance events budgeted at $1M collectively and all aspects of event marketing support from messaging, graphics, staffing, pre-event and post-event promotion, onsite lead capture, and impact report

Cin7 **Denver, CO**
Senior Partner Marketing Specialist *August 2021–June 2023*

- Led global, channel-focused marketing campaigns targeting reseller, technology, and implementation partners (partner recruitment and engagement) and led lead generation-focused campaigns through co-branded content and partner enablement resources for Cin7 product family partners
- Drove programmatic optimizations in marketing operations initiatives to understand, track, and optimize the lifecycle of a partner and advocated for 2,000 members of the channel program throughout company-wide initiatives (tooling changes, program updates, and policy reforms)
- Planned, coordinated, and executed marketing support for partner virtual and in-person events like the 2022 Partner Summit to drive partner field engagement and pipeline growth

EiKO **Bonner Springs, KS**
Marketing Coordinator *June 2019–April 2021*

- Created and designed specification sheets, product flyers, packaging assets, instruction sheets, and digital marketing collateral using Adobe InDesign and Illustrator displayed in 30+ U.S. storefronts. Product flyers proven to generate over $1 million dollars in revenue in 2020
- Maintained global collaboration as the liaison between product management, procurement, quality and marketing departments for prioritization and notifications, updating teams on project status and reporting impacts to time to market
- Executed digital design as needed with landing page design and content resulting in stronger SEO tracking and positive user feedback
- Designed, managed, and trained rebate report tool to support 250+ sales agents on a national level in the U.S.

ROCKHURST UNIVERSITY

Bachelor of Arts in Business Communication **Kansas City, MO**
Awards: Hummel Family Scholarship, Phi Theta Kappa Honors Society, Phi Theta Kappa Transfer Scholarship, Rockhurst Grant *May 2019*

ADDITIONAL SKILLS

- Google Cloud Certified Generative AI Leader (2025)
- Microsoft365 Copilot, Google Gemini, ChatGPT, Allbound, HubSpot, Salesforce, Adobe Analytics, Adobe Illustrator, Photoshop, InDesign, Acrobat, Microsoft Office Suite, Zoom, Google Suite, Slack, Asana, Workfront