

Jamima Hussain

BRAND & PRODUCT MARKETING · B2B SAAS · LAUNCH STRATEGY

Hampshire, UK

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CORE SKILLS

Brand positioning & narrative

Go-to-market execution

Product marketing & messaging

Content strategy & copywriting

Partner & co-marketing

Multi-channel campaigns

Event production & budgets

Lifecycle & email marketing

Competitive positioning

Stakeholder management

TOOLS

HubSpot

Salesforce

Intercom

Google Analytics

Canva

WordPress

Claude / AI tooling

ECOSYSTEM

Deep familiarity with the Salesforce partner, AppExchange, and professional services ecosystem. Extensive experience across Dreamforce, TDx, and World Tour.

PROFILE

B2B SaaS marketer with close to three years as the primary brand and campaign lead at a lean startup embedded in the Salesforce ecosystem. Works directly with C-suite, with full creative and budget autonomy, translating commercial and product direction into go-to-market campaigns, customer narratives, and multi-channel execution. Recognised for making technically complex products land with enterprise audiences, having produced content and campaigns for customers including Salesforce Global Professional Services, Bosch, Pictet Asset Management, IBM, and Darktrace.

EXPERIENCE

Brand, Events & Partner Marketing Executive

Elements.cloud · Q9 Elements Ltd

Sep 2023 — Present

B2B SaaS metadata intelligence platform. Salesforce ISV partner. Approximately 20-person team. Primary marketing lead alongside Chief Growth Officer.

BRAND & CAMPAIGN EXECUTION

- Translated product and commercial direction into go-to-market campaigns spanning product launches, ecosystem events, partner activations, and content programmes. Owned execution end-to-end across all channels.
- Primary owner of customer-facing brand content including case studies, whitepapers, website copy, and product one-pagers for enterprise customers including **Bosch, Pictet Asset Management, Darktrace, IBM, and Village Hotels.**
- Created internal activation materials for **Salesforce Global Professional Services** following Elements.cloud being designated a preferred tool. Assets were used by Salesforce's own customer-facing teams globally.
- Researched, wrote, designed, and published a programme of competitive positioning pages. Built and deployed via AI-assisted WordPress development, working independently.
- Managed delivery of a multi-region Nordics campaign. Diagnosed conversion lag mid-flight, repositioned messaging, and restructured CTA approach to recover click-through and booked meeting performance.

PARTNER & CO-MARKETING

- Designed and executed partner co-marketing programmes with **Stretch Engage** (Nordic Salesforce consultancy), **Nebula Consulting**, and **Validity**. Responsibilities spanned joint positioning, content production, co-hosted webinars, and in-person receptions and breakfasts.
- Managed GDPR compliance and audience data-sharing agreements for EU partner campaigns. Negotiated email list terms with co-marketing partners including **Validity** and **DXC**.
- Stretch co-marketing campaign targeted a curated enterprise audience including contacts at **Amazon, Microsoft, Telenor, DNB, Visma, and Salesforce.**

KEY CAMPAIGNS

Dreamforce 2024 & 2025

TDX 2025 & 2026

Agentforce World Tour Frankfurt

Nordics regional campaign

Elements Labs launch

Stretch Engage co-marketing

Salesforce GPS activation

EVENT CITIES

London

San Francisco

New York

Boston

Pittsburgh

Chicago

Oslo

CUSTOMER LOGOS

Salesforce. Bosch.

Pictet Asset

Management.

Darktrace. IBM.

Capgemini. Village

Hotels. PwC. CGI.

Kaiser Permanente.

EDUCATION

BSc Pharmacology

University of

Portsmouth

EXPERIENCE CONTINUED

Brand, Events & Partner Marketing Executive · **Elements.cloud**, continued

EVENTS & EXPERIENCE

- Sole owner of the IMPACT executive event series across **London, Pittsburgh, Boston, New York, Chicago, San Francisco, and Oslo**. Full end-to-end delivery including venue, catering, videography, speakers, print, and all guest communications. Cumulative programme budget over **£80,000**.
- Led the Dreamforce Elements Hub in San Francisco. Managed a full-week activation during Dreamforce including co-working space takeover, branded staging, evening receptions, partner sub-letting, videography, and customer meetings. Sole on-site owner across a 16-hour daily programme.
- Planned and executed the annual company-wide CKO for over **20 staff across NA and EU**. Responsible for activity programming, venue sourcing, and full travel and accommodation management.
- Delivered co-hosted webinars and in-person partner events with enterprise technology partners including **Validity, Nebula Consulting, and DXC**. Responsible for pre- and post-event communications, audience strategy, operational delivery, and GDPR-compliant data handling.
- Stepped in to build and deploy HubSpot email campaigns and automation workflows during high-pressure periods around TDX and Dreamforce. Adapted and deployed existing programmes under time constraints, maintaining send quality and audience accuracy across critical campaign windows.

CONTENT & LIFECYCLE

- Produced segmented email nurture programmes targeting Salesforce consultants, enterprise prospects, and partner audiences. Campaigns spanned DF24, TDX25, DF25, and TDX26.
- Scripted and storyboarded video testimonial content featuring executives from **Pictet Asset Management, Village Hotels, Capgemini**, and others.
- Wrote, designed, and produced sales enablement and partner enablement materials including one-pagers, pitch decks, and battle cards aligned to product positioning and commercial objectives.

SELECTED WORK

Portfolio available on request, including end-to-end launch campaign documentation, partner co-marketing case studies, customer video transcripts, competitive positioning pages, and event delivery case studies. References available from C-suite on request.