

Hessie Jones

Digital Strategist, Marketer, Data Junkie, sCRM, Tech, Author, Writer: Huffington Post, Steamfeed, CEO ArCompany

hessiej1228@gmail.com

Summary

I have a passion for technology and try to stay on the cutting edge of the Internet, social media, and video and how they impact marketers and advertisers as the media landscape morphs with these mediums. I am currently at ArCompany taking Social Media to the inevitable next level: operationalizing social and showing companies how to capitalize on social intelligence. With over 11 years in the digital space, and 10 years in advertising, I have worked within these disciplines: social media strategy, social audit/analysis, performance tracking and optimization, influencer strategy, content strategy and development, community management, application development for web and mobile, client management, search and online media strategy/marketing, product marketing, sponsorship marketing, direct and database marketing, loyalty/CRM, education, training, outreach, content management, and PR... ... While working with/for brands including Second Cup, LCBO, 3M, Aon, Adidas, Citi, Yum Brands: Taco Bell, Pizza Hut; Absolut Vodka, Crystal Head Vodka, Directbrands: Columbia House, CH Canada, Bookscene.ca, Doubleday Books, Howsthepatient, Pork Marketing Board Canada, CIBC Credit Card Services, Yahoo! Canada (Answers, Music, FIFA, Entertainment, Mail, Messenger, 360, News, Finance) Overlay.TV, Juno Awards, Canadian New Media Awards, Salsa on St. Clair, Toronto Grand Prix, Formula 1, TELUS Ski and Snowboard Event, Canadian Athletes Now, Canada Soccer, Plaxo Welcomme, Fairweather, Braemar, UPS, Esso, Lexus, Ronald McDonald House, Sears, Scotiabank, Children's Miracle Network. I would hope that I continue to stay current and continue to challenge the notion of complacency. Change is inevitable. These days it is happening at a much more rapid pace. We need to keep up or be left in the dust.

Specialties

speaker, educator, blogger, connector, marketer, strategist, business development, client management, implementation, tracking and analysis, researcher (database analysis, social media insights), budding podcaster, consumer of emerging technologies: mobile, video, social, applications;

Experience

Contributing Writer at SteamFeed

January 2014 - Present (1 year 4 months)

I'm absolutely ecstatic to be joining the amazing team of writers at Steamfeed. I've been following the blog for the last year or so and I consider it some of the best content for marketing professionals right now.

CEO at ArCompany

January 2013 - Present (2 years 4 months)

"A social business is one that becomes engaged, transparent and nimble."

- John Mell, IBM ArCompany: Turning Social Media Intelligence into Business

Results Information and intelligence technology is moving at a faster pace than many organizations can keep up with. Those businesses that can adapt and leverage this information to their benefit will be ahead of the curve. They will be the drivers of change. They will show the world what it means to really listen and understand their customer. They will show the world how to succeed by bridging these gaps, elevating the relationship with their customers and focusing resources in driving to market needs and expectations. ArCompany's mission is simple – to make your organization one of these businesses. We are a diverse group of professionals, who live social everyday. We understand the connected consumer and how this impacts business long term. Forward thinking and dynamic, we are dedicated to building a new "social" standard via business intelligence. WHAT do we do? • We deliver actionable insights about your business, your market and your customers. • We make your business more nimble. How? - With access to leading social intelligence solutions, ArCompany is able to extract meaning and develop actionable strategies against your business goals. - ArCompany introduces technology and process to make your business more responsive, more social, and more effective. How do You Benefit? You will.... • foster stronger communication across your organization. • develop more effective communications with your customers. • deepen customer loyalty and increase sales. • build a highly-engaged and influential network of customers, employees and stakeholders.

Writer at The Huffington Post

October 2011 - Present (3 years 7 months)

If there was ever a time to share my experience about this rapid and changing space we live in, it's now. I'm excited to be part of this prolific and pervasive company. Here are my articles: - Survival and Generation Next: Climate Change, World Debt and Population Changes - Teaching Our Kids Not to Treat the Internet as a Private Diary - Valentine's Day Chocolate You Can Feel Good About - TrendSpottr: Playing with Viral Possibilities - What Is the Future of Advertising? - Antelope: Making Content its Own Kingdom - A Virtual Choir 2,000 Voices Strong and the Harmonious Connection - Timereaction: Rethinking Information - Preparing Business for Data Next: Tellagence Challenges Business to Focus on Relationships - Do or Die: The Inevitability of Social Business - How Online Forums can Monetize and Grow - Your Online Reputation: A Recent Case of Vulnerability - The Guilt Grind -- And Why I Love Every Minute of It! - Thousands of Texts, But No connection - How I turned my Corporate Life Around - Avoiding Bullies in Cyberspace - Canadian Businesses Still See Social Media as "Wild West" - Best and Worst of 2011 Social Media - Cyber-Bullying Hits Home

Writer at What's Your Tech

August 2010 - Present (4 years 9 months)

Blogger/Writer for current tech news and social media, with impacts on marketing and advertising industry. I've taking my opinion about tech and marketing out of my blog writing at <http://hessiej.com> and I've moved it over to <http://whatsyourtech.com>. What I write about: - Dangers of Social Networks: It's Hard NOT 2b a

Helicopter Parent. - Kids and Learning: Is Technology Helping Them? - Social Media is Here to Stay: Top 10 Reasons Why Your Business Needs to get on the Bandwagon - Minister @TonyClementCPC to Speak at Canadian Communications Conference #cdniabc12 - Customer Service Online: The Art of Social Listening - Pinterest and Instagram: Pictures speak louder than words - Who should be driving the Social Media bus? Marketing or the Contact Centre? - The Promise of Big Data: For Good - Social Media Week Pulse Check: mobile technology endures whirlwinds of change - Search vs. Social: Reflections on Podcamp Toronto 2012 - How to get more out of your social media spend - Business promotion using social media - it's essential - Google's search to become more social - Social media hollered to the world in 2011 - Five social media business trends for 2012 - How to take your Small Business online – Slowly but Surely - It's Time to End the Pervasiveness of Cyberbullying - Facebook Revamps: It's Hot and Cold! - Why small businesses are embracing social media while big business holds back - The Evolution of Social Media... History will be Rewritten! - Reflecting on the loss of a social media thought leader - The power of community – a personal defining moment - Who owns social media? A Canadian Marketing Association roundtable - Google vs. Facebook: It's all about privacy - The Merging of Pure Play Media and Social Media -The Splinternet and its Impact on the Future of Online Advertising - Are Canadians too polite to succeed on the Internet? Reflections on Podcamp TO 2011 - Blogging: To Pay or Not to Pay - The Splinternet and its Impact on the Future of Online Advertising

Writer at Digital Journal, Inc.

April 2009 - Present (6 years 1 month)

Trying to spread my opinions and views about things that are important to me. - Op-Ed: Can the new PR ease inevitable organizational changes? - ChocoFinder in time for Valentine's Day: Interview with Founder, Lalita Krishna - Michael Geist @mgeist and the Turning Tide of Legal Implications of Social #cdniabc12 - The New World Order: Social Media and Engaging with Employees #cdniabc12 - Role Models: Giving back means being another's inspiration - Personal Branding comes to Infographics: Introducing @Piktochart - Jugnoo #SoMix2012: Behind the Scenes of Our Three Month Journey - @GaryVee comes to Toronto as @JugnooMe hosts its Inaugural SocialMix2012 - HeroBox: Toronto-based Start-up helps turn Web Visitors into Customers - Imagine: In the Wake of 9/11, the lyrics sung by a young Emmanuel Kelly creates hope for mankind - The Internet Economy will only Survive with Proper Privacy Disclosure - Fit vs. Fiction Body Awareness: A Platform to Raise awareness of Society's Impact on OUR Kids' Self Images - My Team Sheen Social Media Internship Application - Revolution and the Power of New Media - Happy Rambles, a great Start for a New Year - The Merging of Pure Play Media and Social Media - Anxiety and the First Day of School - The Segregated Internet: The Walled Garden that lives among an Open Source Internet Society - Does working for a US company spell trouble for Canadians? - Cyberbullying Hit Home - New "howsthepatient" iPhone app provides a simple, seamless way to send health updates to friends and family - The 'Dominos' Effect: Pay Attention to your Customers, A View from the Brand Perspective - DoGooder: A Lesson in Driving Consumer Relevance - Mentos Campaign Proves the Value of Consumer Generated Branding

Partner/Podcaster at Marketing Geeks <http://marketinggeeks.ca> a weekly tech/marketing pubcast

August 2010 - December 2012 (2 years 5 months)

Steven Taylor, Martin Byrne and I are on a mission: to take our offline conversations online and record our musings for posterity.... Actually we have some pretty good convos when it comes to technology and marketing and we decided to start this weekly pubcast so we could stay current, challenge each other's thinking and see if anyone else had the same interests that we do in these areas. So we've all worked in technology for years: digital marketing, search, social media, web development and we all have a keen interest in how technology evolves: the trends, the start-ups, how businesses are capitalizing or NOT, and what this all means to marketers and consumers. Have a listen and let us know what you think. It's constantly evolving and no way have we got the formula right yet.

VP, Marketing at Jugnoo Inc.

October 2011 - September 2012 (1 year)

Located in downtown Toronto, Jugnoo is a mid-sized start-up marketing technology company that has focused on developing a comprehensive Social CRM platform to promote brands and products, increase online visibility and build stronger customer relationships. Developed the go to market strategy to launch Jugnoo platform within US, Canada and Europe, to drive brand awareness, acquisition, partner and engagement opportunities. - Developed the strategic framework prioritizing product launch releases against marketing strategy. - Ensured clear measurement against using a Reach, Revenue and Engagement. - Hired and managed team to develop and execute Social Media, Acquisition, Retention, Analytics, Research and PR Functions. Worked with Development to provide user experience input into product design. - Oversaw team that developed full social strategy via blogs, content, and community management, with clear measures against activation and retention rates, organic search ranking, engagement, community growth and overall visibility. - Oversaw the development and refinement of bi-weekly analytics. - Worked with Corporate Strategy to develop forecast model for acquisition and retention goals. - Developed internal and external focus groups and research studies for the purpose of defining product gaps, usage issues as well as feeding functions against future releases. - Successfully delivered strong brand recognition through <http://socialmix2012.com> driving top trending hashtag #SoMix2012 <http://epilogger.com/events/social-mix-2012/> alltweets garnering over 7,600 tweets among attendance group of 600+. Secured influential speakers like AmberMac, Gary Vaynerchuk, Gini Dietrich and Geoff Livingston. Strong content and social media strategies involving: content, influencer outreach, community engagement, weekly #sCRMchat, engagement programs yielded strong organic search rankings within 3 months: with website and blogs ranking on 1st page of Google for, "social CRM"

3 recommendations available upon request

Vice President, Social Media at Due North Communications

May 2010 - October 2011 (1 year 6 months)

- Develop social media strategies as integrated with overall marketing strategy for existing clients.
- Develop social media model/approach as basis for developing strategies.
- Educate and train staff on social media and opportunities for current clients.
- Define and refine social audit functional requirements to maximize data

output. • Continuous testing of social platforms to define opportunities for social program implementation: blog platforms, geolocation, SMS mobile, payment share, bookmarks, forums, social search engines, social monitoring. • Continuous testing and optimization of community strategy to identify optimal response and engagement programs. • Defining social integration opportunities within existing campaigns. • Provide guidance on the use of social as a corporate medium to support various functional groups: HR, PR, Marketing, and Operations. • Speak at various digital conferences on digital and social media. • Collaborate with peers continuously to share learnings, best practices and new opportunities. Brands: LCBO Deflate the Elephant, Second Cup, 3M Command, 3M Infection Prevention, Aon, Fountain Tire, Discover Boating
3 recommendations available upon request

VP, Social Media and Influencer Marketing at Isobar North America

October 2008 - May 2010 (1 year 8 months)

Head of Social Media within Isobar Digital. We create experiential catalysts for word of mouth and social media recommendations, fueling brand advocacy, engagement and CRM throughout all marketing channels. Developed the Social Media discipline within Isobar Canada as it pertained to client education, training, consumer insights, media measurement and tracking, community development and engagement and technology integration. • Developed and helped refine social media monitoring capabilities to maximize consumer insights, while integrating findings with traditional research to achieve a 360 view on consumer that provides behavioural, attitudinal, online propensities and psychographic results. • Have established client training materials to provide education on the social media landscape from its inception to established rules of engagement to impacts on all areas of the business. • Collaborated with Search professionals to understand true marriage between SEO and Social and developing processes and capabilities to improve clients' organic search results and PPC campaigns. • Developed successful social media executions that have led to increased web traffic, strong brand engagement and strongest ROI compared to online media for brands including Adidas, Columbia House Canada, Taco Bell, Pizza Hut and Absolut Vodka. • Worked within the Innovation Group for Social Media within Isobar, responsible for improving technology enhancements, measurement capability and integrated strategies via mobile, search, web development to improve client engagement and performance results. influencer outreach, social media insights and analysis, value exchange, influencer criteria evaluation and validation, social media marketing for SOHO SMB, social media tools

Director of Marketing at OverlayTV

October 2007 - May 2008 (8 months)

Developed and managed implementation of the PR and marketing strategy to launch Overlay.TV within North American market to drive awareness, position the company, and draw visitors to <http://overlay.tv>. Successfully launched Overlay.TV securing key engagements with tier 1 bloggers in technology, marketing and advertising sectors, which led to sustained traffic growth to site in the first 3 weeks. Coverage: 129 blog posts from key blog sites among them: Mashable, VentureBeat, and media interviews include Wall Street Journal, Financial Post, Business Week, Marketing, Globe and Mail, National Post. Developed key corporate blogging strategy focused on identifying key influencers in technology, media and marketing sectors,

continuing the conversation within the blogosphere, and establishing Overlay.TV and its principles as thought leaders in the video monetization space. Oversaw content web strategy that focused on optimizing user experience through youth focus group UI sessions, site design, messaging and production of premium content. Tested and implemented various reach and branding campaigns involving grassroots, SEM, college marketing, event sponsorship, and viral video. Event sponsorship for Telus World Ski and Snowboard created strong branding and product-play opportunities, while opening doors to potential sales opportunities. SEM campaign supplemented organic traffic by 300% week over week for the first 5 weeks following launch, averaging 2nd position on all search results and average CPC under \$.40

1 recommendation available upon request

Sr. Marketing Manager at Yahoo! Canada

December 2005 - November 2007 (2 years)

- Manage marketing team of 5 individuals contributing to the development of marketing strategies and campaigns to support Trade, Yahoo! Music, Answers, Mail, Messenger, 360, FIFA, Finance, News, Sponsorship, Email development/management; performance development and optimization; web development and design; and research.
- Developed CRM vision/mission and contributed to transition strategy from product-driven marketing to CRM environment within Yahoo!.
- Develop sponsorship strategy and evaluation criteria to maximize brand and reach opportunities while delivering maximum ROI benefit from media value.
- Key contributor to the development of inventory optimization strategy/process to ensure maximized utilization of key performing properties, and fair allocation across BD, Marketing, and Yahoo! Search Marketing initiatives.
- Led in the development of measurement structure and process to optimize campaign performance for on/off-network executions, including valuation of LTV and ROI against all initiatives.

3 recommendations available upon request

AVP, Internet Marketing at Citi Cards Canada

January 2005 - December 2005 (1 year)

Developed and implemented strategies to develop online channel as an efficient acquisition and retention vehicle. Developed self-service management capability through bill-payment/account management and secure online credit card payment.

- Led development of turnkey application solution to support drive-to-web marketing activities by providing cost containment measures, streamlining the process, and increasing web sale opportunities.
- Developed measurement capability for online applications by enhancing existing tracking technology to support drive-to-web and online acquisition initiatives.
- Utilized landing page capability to support direct mail and other offline media initiatives to encourage diversion to web as well as house unique promo code parameters for tracking.
- Developed enhancements to online credit card application to support the online sales process and user experience: including balance transfer; supplementary cards; travel insurance; and online offer technology

Manager, Online Acquisition at CIBC Credit Card Services

2001 - 2004 (3 years)

Development of emerging channels as acquisition opportunities. This included application development/enhancements for the purpose of transitioning direct marketing principles to online channels.

1 recommendation available upon request

Online Acquisition, Card Products at CIBC

2000 - 2004 (4 years)

Sr. Account Manager at Rapp Collins Worldwide

1997 - 1999 (2 years)

Senior Account Services managing database marketing and loyalty programs with brands including UPS, Esso Extra, Scotiabank

Account Executive at Ogilvy & Mather

1993 - 1994 (1 year)

Client Manager for Ronald McDonald House, Glaxo Welcomme and general pharma category; managed direct mail and print initiatives

Associate Account Executive at OgilvyInteractive Worldwide

1993 - 1994 (1 year)

Event Assistant at Girl Guides of Canada

1991 - 1993 (2 years)

Publications

Evolve: Marketing (^as we know it) is Doomed

Broadsuite, Inc. January 23, 2015

Authors: HESSIE JONES, DANIEL NEWMAN

Right now, Marketing is the business function that is changing more rapidly than any other. Driven by the shift in digital information and social media, the buyer's journey is evolving at a breakneck pace; business needs to evolve too. Marketing's role has always been about creating customers, and like the buyer's journey, this role has changed dramatically. We are now tasked with including customers in developing products that adapt to their demands. From direct marketing to social media to content marketing to online influence, every facet of business communication is changing. The role of Marketing is expanding, and along with it, best practices must be transformed. Today's marketer must understand the vast number of channels through which businesses communicate with their customers. They must also understand how to build meaningful relationships with consumers to spread awareness, build brand affinity, maximize word of mouth and drive external influence. The end goal is to create not just a customer, but also an advocate who becomes a purveyor of your brand. This book will help you:

- * Better understand the seismic shift in marketing that has taken place over the past 20 years.
- * See clearly the opportunity to achieve marketing ROI rather than chasing meaningless metrics.
- * Learn what brands are doing to achieve community and build loyal

customers who spread their brand promise. * Learn what brands really need to consider when investing in social media programs, and where you may have been misled. * Build confidence that your marketing strategy aligns with the trends taking place in traditional and digital marketing. Marketers must evolve, because marketing, as we know it, is doomed. But it isn't too late; in fact, you are in exactly the right place to start your journey into the future of marketing.

Organizations

Rotman School of Commerce

Guest Lecturer - Social Media, Big Data, Social CRM

January 2009 to Present

Languages

English

(Native or bilingual proficiency)

Projects

Social Mix 2012 #SoMix2012

May 2012 to July 2012

Members: Hessie Jones, Julie Tyios, Amanda Lynne Ballard, Lindsay E. Bell, , Timothy Bramble, Tabitha Aquino, Hayden Tay, Matt Andaloro, Sarah Wilbore, Helen Androlia, Arsheya Rauf, Fawad Mehrzad

On July 26, 2012, Jugnoo hosted the social media event of the summer in downtown Toronto - Social Mix 2012. The event brought some of the web's top online branding innovators and social media powerhouses together for a day of unforgettable experiences and learning.

Evolve: Marketing (^as we know it) is Doomed

January 2015 to Present

Members: Hessie Jones, Daniel Newman, Sean McGinnis, Michael Brito, Olivier Blanchard, Michael Brenner, Sam Fiorella, Shelly DeMotte Kramer, Gini Dietrich, Tim McDonald

Co-Author "Evolve: Marketing (^as we know it) is Doomed."

Skills & Expertise

Wordpress

Facebook API

Mobile Applications

Social Media

Mobile Devices

CRM

Business Development

Public Speaking

Video

Blogger

Digital Marketing

Online Advertising

Social Media Marketing
Digital Strategy
Digital Media
SEO
Web Analytics
Integrated Marketing
Marketing
Social Media Strategist
SEM
Social Media Measurement
Marketing Strategy
Blogging
Advertising
Analytics
Facebook
Email Marketing
Marketing Communications
Direct Marketing
Online Marketing
Start-ups
Mobile Marketing
WordPress
Social Networking
New Media
Content Management
PPC
Content Strategy
Interactive Marketing
Public Relations
Strategy
Community Management
Web Marketing
Product Marketing
Market Research
Google Analytics
Copywriting
Content Development
Content Marketing

Education

Wilfrid Laurier University

BBA, Honours Bachelor of Business Administration, concentration: Marketing, 1986 - 1990

Activities and Societies: Biz Club - 4 years, Student Union Graphic Designer for School Newspaper, Designed Grad logo for apparel

Wilfrid Laurier University

BBA, Business, 1986 - 1990

Activities and Societies: Graphic designer, BizClub

Honors and Awards

Data Marketing Conference 2013: Crossing online and offline experience in your CRM All Facebook: The Future of F-commerce: Marketing Destination or Social Futility June 2012 Who Owns Social Media?: Canadian Marketing Association: The Art and Science of Social Business June 2011 Speaker at Wired Women: Five Career Perspectives: Inspiration for Success Toronto, May 2011 Speaker at Sponsorship Report: Canadian Summit 2010, Social Media: A Speed Dating Approach, October 20, 2010 Speaker at Infopresse Conference: Social Media Next, June 2, 2010 Panel Participant at Sponsorship Report: A Freewheeling Discussion of Sponsorship on Social Media, October 20, 2009 Speaker and Panel Participant at SOHO SME Conference and Expo, Expert Panel Discussion: Finding The Golden Nugget: Leverage Search & Social Marketing In A Tough Economy, October 1, 2008 Speaker at Wired Women: Open the Door to Web 2.0, October 23, 2007

Interests

new technology, social networking, cello, online video, mobile: apps, geo location, geo fencing, cool creative, pointelism, nude painting

Hessie Jones

Digital Strategist, Marketer, Data Junkie, sCRM, Tech, Author, Writer: Huffington Post, Steamfeed, CEO ArCompany

hessiej1228@gmail.com



11 people have recommended Hessie

"Hessie is a true expert when it comes to Social Media and has an enviable mix of tech and marketing skills. I had the pleasure of witnessing this first hand while working with her at Jugnoo. I was immediately impressed with her vast knowledge of the industry and her ability to get real results. Working with Hessie was an inspiring journey and a great creative partnership. She is an excellent communicator and her hard work and dedication to the Social Media and Digital Marketing space makes her a strong leader. I sincerely hope our paths continue to cross in the future."

— **Nora C.**, *UX Director - Social Media Products (R&D), Jugnoo Inc.*, worked indirectly for Hessie at Jugnoo Inc.

"It was pleasure to work with Hessie. She is the most talented worker I have worked so far. She is very knowledgeable and hardworking. I have seen her work here so passionately and tirelessly. She is the big part of the success of Jungoo. I will be honored to work with her again."

— **Imran Arshed**, *Network Specialist, Jugnoo Inc.*, worked with Hessie at Jugnoo Inc.

"I had the great pleasure of working with Hessie at Jugnoo. She is one of the brightest, hardest working people I have had the opportunity of working with. Hessie built up one of the strongest marketing teams in social media, and this was reflected in the extremely positive and highly regarded Social Mix 2012, which she put on this summer. Hessie brings such a passion to her work, that it is highly contagious, which is reflected in the team that she built. Any organization looking for a social media strategist / marketer could do no better than Hessie, I would highly recommend her, and would truly look forward to working with her again."

— **Robert Klein**, *VP, Channel Management, Jugnoo Inc.*, worked with Hessie at Jugnoo

"Hessie is a methodical thinker when it comes to cutting edge mediums. She is innovative and her attention to bottom lines is what sets her apart in the arena of Social Media. She is great to work with and gets things done in a calm and collective manor. She is well organized and has an attention to detail."

— **Marcy Berg**, *Owner, Mortgages for Women.com Inc*, was with another company when working with Hessie at Due North Communications

"Hessie is a rare find - she's integrated her in-depth expertise of traditional marketing acquisition and retention strategies with the nuances and incredible potential of social media as it becomes more of a necessary component of an organization's marketing 'must-have' strategic elements. Her passion and energy make her a pleasure to work with - and her insight, vision and ability make her a valuable partner on any project. I would gratefully welcome the opportunity to work with Hessie again and recommend her without reservation."

— **David Cliche**, was Hessie's client

"Over the years I've worked with Hessie she has proven time and time again her unwavering dedication and enthusiasm to her work. She not only brings a wide range of marketing knowledge to the table but is extremely well versed and current in the integration of social marketing into any companies marketing mix. Through Hessie's personal and professional engagement in social marketing she easily walks-the-talk in both theory and practice. Regardless of who Hessie is working for I would continue to seek out her services without hesitation."

— **Rob Weatherall**, *Manager, Web Acquisition Marketing, Direct Brands Inc.*, was with another company when working with Hessie at Due North Communications

"Hessie is one of the brightest people I know...her knowledge and understanding of Modern Marketing is inspiring and I look forward to when I get to work with her again."

— **Zaigham Zulqernain**, *Senior Partner and Chief Creative Officer, bamboo - media arts & strategy agency*, was a consultant or contractor to Hessie at OverlayTV

"I worked with Hessie over several years at Yahoo! Canada, on product launches, such as Yahoo! Answers. She was incredibly professional and dedicated to ensure the success of the project. In addition, she is a delight to work with and supportive of PR and marketing as part of the overall program. I recommend her as a dedicated marketing professional."

— **Colleen Finnegan**, *PR Manager, Yahoo! Canada*, worked with Hessie at Yahoo! Canada

"Hessie Jones was brilliantly managing the whole marketing department for 2 years at Yahoo! Canada. Working for 5 and delivering results while maintaining the momentum and remaining sweet!"

— **Katheline Jean-Pierre**, *Product Manager, Flickr, Communications & Communities, Yahoo!*, worked with Hessie at Yahoo! Canada

"Hessie Jones is an exceptional leader and would be an asset to any organization. Specifically, I was impressed at Hessie's ability to grasp very difficult business problems and work strategically with her team on solutions. She is an exceptional communicator, mentor and digital marketer who marketed multiple products

within tight timelines. Hessie has innate analytical ability which permit her passion in her work and with those she works with. It is with great respect I recommend Hessie Jones."

— **Nathan Monk**, *Marketing Associate, Business Consultant, Yahoo! Inc.*, worked indirectly for Hessie at Yahoo! Canada

"Hessie is an ideal client - she delivered briefs and creative on time, reviewed and approved work on time, asked insightful questions, foresaw likely obstacles, and handled the myriad projects surrounding her with aplomb."

— **James Connolly**, *Supervisor Interactive Technology, FCB Direct*, was a consultant or contractor to Hessie at CIBC

[Contact Hessie on LinkedIn](#)