

Jen Decker

Content & Communications Leader

Strategic marketing leader with 10+ years in SaaS and real estate, driving thought leadership and demand through content programs, SEO, and AI-driven workflows that scale multi-channel growth and pipeline impact.

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Professional Experience

Manager, eXp Solutions Marketing

eXp Realty, Remote

March 2025 – Present

eXp Realty is a global cloud-based real estate brokerage; eXp Solutions serves as its vendor marketplace for agents.

- Redesigned and relaunched the eXp Solutions website in 44 days, improving UX, SEO, and navigation; added a blog and subscriber form with a 13.13% conversion rate (avg. 2–5%).
- Structured website and blog content to improve SEO performance and discoverability across search platforms.
- Implemented Asana to manage 25+ vendors, increasing accountability, deadline tracking, and team visibility.
- Optimized HubSpot campaigns across email, social, and web; unified reporting, saving hours weekly, and trained teammates on campaign setup and analytics.
- Developed and executed integrated content campaigns (email, blog, webinars, social, internal comms) to drive engagement and adoption across the eXp agent community.
- Owned and launched vendor newsletter strategy, achieving 43.06% open rate and 6.45% CTR while improving vendor engagement and communication.
- Owned the content calendar across email, blog, webinars, and internal communications to support vendor marketing initiatives and agent engagement.
- Integrated analytics tools (HubSpot, Google Search Console, Semrush) to track traffic and engagement.
- Partnered cross-functionally with Corporate Marketing, DevOps, and Brokerage Ops to align campaigns with company growth goals.
- Implemented AI-powered workflows to accelerate content production, campaign planning, and performance optimization.

Marketing Manager

Sierra Interactive, Remote

April 2024 – November 2024

Real estate SaaS platform for lead generation, IDX websites, and CRM solutions.

- Concepted and produced flagship webinar event (Virtual Demo Day), generating 150 registrants, 20 MQLs, and immediate revenue impact.
- Led multi-channel marketing across email, social, and web, generating a \$6M deal pipeline through content and automation.
- Built HubSpot email strategy, improving CTR by 8% via segmentation, copy refinement, and A/B testing.
- Created post-webinar playbook, driving 6.2% CTR across channels and boosting lead generation.
- Developed post-webinar content strategy, repurposing sessions into multi-channel assets to extend reach and drive continued engagement.
- Optimized website Solutions pages using Hotjar and Semrush, refining UX, copy, and CTAs to improve conversions.
- Owned social media strategy and performance, driving 3% MoM audience growth and sustained engagement across platforms

Digital Marketing Manager

SiteSpect, Remote

October 2021– July 2023

Leading A/B testing and optimization SaaS platform for enterprise clients.

- Owned content strategy and editorial direction across blogs, case studies, and social media to support demand

generation.

- Executed HubSpot email automation, boosting CTR by 34% and improving lead nurturing efficiency.
- Redesigned 130+ web pages, increasing CTR by 30% and enhancing the customer journey.
- Implemented lead scoring models, improving lead qualification and cutting sales cycle time by 20%.
- Managed partner and event marketing, expanding reach through webinars, press releases, and affiliate promotions.
- Developed gated content strategies, increasing website conversions and capturing high-intent leads.

Communications Manager

Nebraska Business Development Center, Omaha, NE

July 2018 – October 2021

Nonprofit consulting program supporting Nebraska small businesses and entrepreneurs.

- Implemented HubSpot automation, securing stakeholder buy-in and streamlining marketing operations.
- Executed digital campaigns, surpassing email open rate benchmarks by 25% and increasing engagement.
- Launched a 4-part video series, driving a 12% traffic increase, 8% social follower growth, and 5% YouTube subscriber growth.
- Improved audience segmentation, increasing event attendance and lead engagement by 10%.
- Revamped content strategy, integrating data-driven storytelling and visuals to enhance audience engagement.

Volunteer Experience

VP Marketing

Alpha Phi Phoenix Alumnae Community, Phoenix, AZ

October 2023 – Present

- Designed WordPress website and integrated HubSpot, boosting alumnae engagement and conversions by 32% through targeted email, social, and event marketing campaigns.

Skills

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| • Content Strategy & Creation | • Social Media Marketing | • Market Research |
| • Email Marketing & Automation | • Data Analysis & Reporting | • Team Collaboration |
| • Event Marketing & Promotions | • Project Management | • Industry Relations |
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Technical Skills

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|------------------------|-------------------------|------------------------|
| • HubSpot | • Asana/Trello/Monday | • Zoom Meeting/Webinar |
| • WordPress | • SEMrush | • Google Workspace |
| • WooCommerce | • Google Search Console | • Microsoft 365 |
| • WP Engine | • Google Analytics | • Salesforce |
| • Adobe Creative Cloud | • Hotjar | • Slack |
| • Canva | • Notion | • Coda |
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Education

Iowa State University

Bachelor of Liberal Studies