

# Jasmina Aleksic

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## Growth & Revenue Director

Marketing executive focused on explosive growth via product-centric, data-driven, and digital strategies. Proven ability to successfully build marketing strategies and align and evolve revenue-generating departments to unlock short and long-term growth for B2C brands.

**Marketing Strategy:** Created go-to-market strategy and lead growth campaigns and partnerships. Maximized cohesion across all customer touchpoints, resulting in 289% increase in sign-ups and 95% increase in retention in less than a year (Wander).

**Sales Growth:** Secured \$45M in annual revenue by spearheading the largest retail experience division in U.S. (Advantage Solutions).

**Leadership:** Provided comprehensive strategy overhaul for multimillion-dollar solar company prior to successful IPO by consolidating direct, inside, and retail sales, accelerating issue resolution, and improving digital marketing presence across 50 markets and channels. Feat reduced workforce turnover 15% with improvements in sales recruiting, support, and management practices (Sunrun).

## Employment History

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**Director of Growth/Co-Founder – Nikicon, LLC** (Los Angeles, CA) *December 2017–Present*

Execute rebranding, digital marketing, and product positioning initiatives for portfolio of clients offering luxury products/services. Oversee full spectrum of marketing services and advise client's leadership regarding market positioning and growth initiatives.

**Director of Brand Strategy and Growth – Wander Internet** (Los Angeles, CA) *July 2019–October 2020*

Developed/executed end-to-end multi-channel launch strategy. Drove branding, integrated marketing, and social media channels to enhance recognition and profitability. Owned performance of customer-facing departments and directed product development activity.

- **Contributed to 289% growth in 1-year by developing marketing and lead-generating channels for no-contract internet service.**

**Senior Manager, Marketing Operations – American Solar Direct** (Anaheim, CA) *June 2015–January 2017*

Oversaw marketing department, partner support, product marketing segments, resource allocation, and strategic planning. Handled hiring, training, and development. Owned P&L across all channels (\$50K).

- **Generated and maintained 35% increase in lead volume and quality, web traffic, and conversion rates by overhauling digital strategy. Launched in-house digital lead process and reduced cost per lead by 25%.**
- **Increased overall sales 42% in 6 months by creating Ambassador Referral Program for customers/non-customers.**

**Strategy Consultant – Sunrun** (San Francisco, CA) *July 2014–December 2015*

Improved organizational structure, sales recruiting, business, and management practices. Delivered solutions to enable retail scalability. Served as strategic advisor to Senior Vice President of Direct Sales Division (\$100M annual revenue).

- **Launched training and communication hub (Solar Academy) – digitized resource that improved sales performance and training.**
- **Streamlining operations and directed creation of innovative event marketing programs, expanding existing markets.**

**Marketing Director – Titan Solar** (Van Nuys, CA) *December 2013–June 2014*

Increased sales by 40% by creating two new marketing channels and growing customer referrals 110% with brand positioning roadmap.

**Senior Marketing Manager – Verengo Solar** (Torrance, CA) *July 2012–August 2013*

Achieved 15% increase in customer acquisition rate and 8% jump in sales (\$33M). Amplified program profitability by reducing channel's opportunity cost (cost per sale) by 20% and maintaining scalability and compliance.

**Senior Marketing Manager, High-volume Accounts – Advantage Solutions** (El Segundo, CA) *September 2006–January 2011*

Enacted operational structuring plan to support marketing program across 30 states. Achieved 97% execution rate across 1M annual events held in 4.4K+ stores with key accounts including Walmart, Sam's Club and Supervalu.

## Education

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California State University, Northridge – Bachelor of Science (B.S.), Marketing (Northridge, CA)