



Jennifer Sulyman

Director, Marketing & PR

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Professional Summary

As a seasoned marketing and PR professional with over 11 years of experience, I specialize in digital marketing, social media, event planning, and building strong teams. My passion lies in driving brand growth and crafting meaningful narratives that resonate with audiences. I thrive in dynamic environments where I can leverage data and creative strategies to elevate visibility and achieve tangible results.

Employment History

Director of Marketing & PR, EliTe Solar Inc

Pleasanton, CA | March 2024 - Present

- Led and oversee marketing and PR initiatives to expand brand awareness and market influence.
- Building and nurturing relationships with media outlets, ensuring consistent, high-quality coverage in key publications.
- Overseeing impactful press releases and coordinating participation in industry-leading conferences to strengthen the company's market presence.
- Developing compelling brand stories and aligning communication efforts to support business growth and sustainability.

Head of Product Marketing, Sungrow USA Corp

Costa Mesa, CA | February 2021 - January 2024

- Led PV and ESS product marketing, driving a 30% increase in inquiries and enhancing company visibility.
- Collaborated with product and engineering teams to update user manuals, ensuring clarity and usability.
- Organized industry events, resulting in improved stakeholder engagement and expanded customer base.
- Launched targeted marketing campaigns, boosting lead generation by 20% and customer acquisition by 15%.
- Provided market insights to shape the product roadmap effectively.

Senior Content & Product Operations Associate (Podcasts), TuneIn

San Francisco, CA | May 2016 - May 2020

- Elevated podcast listening hours by 6% through curated content strategies and editorial improvements.
- Managed multimillion-dollar editorial projects, staying ahead of trends and introducing innovative features.
- Streamlined internal operations by enhancing tools and fostering cross-functional collaboration.

Senior Marketing Communications Specialist, Renesola America
Oakland, CA | March 2015 – March 2016

- Delivered 500,000 monthly media impressions through creative social media and digital campaigns.
- Led international trade-show exhibitions, negotiating with vendors for maximum impact.
- Revamped marketing materials and launched targeted campaigns, tripling lead volume.

Product Operations Specialist, Google
San Bruno, CA | November 2013 – March 2015

- Addressed and resolved partner issues, ensuring satisfaction and compliance with policies.
 - Analyzed live content for quality assurance and conducted metadata audits to optimize performance.
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Education

BA in Philosophy

University of San Francisco | San Francisco, CA | August 2009 – December 2012

Key Skills

Marketing & Branding: Marketing strategy, brand positioning, public relations, content development, SEO.

Digital Tools: Adobe Creative Suite, AWS, CMS, CRM platforms.

People Skills: Leadership, team collaboration, communication.

Campaigns & Events: Event planning, press releases, industry conferences, social media strategy.

Market Expertise: Market research, segmentation, competitive analysis, political strategy, email marketing.