

# Bellarose Jardín

San Diego, CA 92128 | +1 858-487-6866 | [bjardin@me.com](mailto:bjardin@me.com) | [LinkedIn](#) | [bellarosejardin.com](http://bellarosejardin.com)

## SUMMARY

Marketing lead with a computer science background who runs AI search (GEO/AEO), demand generation and events as the only marketer at a seed-stage legal tech SaaS company. Owns the budget and the numbers, and builds the pages, demos and tracking without handing them off.

## EDUCATION

### Bachelor of Science, Computer Science

California State University San Marcos | GPA: 3.85

Expected December 2026

## SKILLS

**Marketing:** GEO/AEO, demand generation, events and webinars, paid media (LinkedIn, Meta, TikTok, Google), email, technical SEO, digital PR

**Tools:** HubSpot, Google Search Console, GA4, Semrush, Apollo, Sales Navigator, Klaviyo, Salesforce, Shopify, WordPress

**AI & Technical:** Claude (including Claude Code), ChatGPT, Midjourney, Python, SQL, JavaScript, HTML

**Creative:** Canva, Adobe Creative Suite, Figma, DaVinci Resolve, Descript

## EXPERIENCE

### Marketing Lead | CorMetrix (AI Medico-Legal SaaS), Remote

Sep 2025 – Present

- Built the channels behind 6 closed deals as the sole marketer for a seed-stage AI platform serving PI and med mal attorneys and legal nurse consultants.
- Grew appearances in Google's AI search answers 5x in three months with a GEO/AEO program, a 25-page Resource Hub and AI visibility and citation tracking in HubSpot. AI search has sourced 4 demos and a paying customer.
- Launched a practitioner webinar series that has closed 3 deals; sessions draw 80 to 100 registrations, and one produced 10 SQLs.
- Cut projected per-event cost by about \$2,700 by rebuilding the event model around cost per SQL; events have closed 2 deals. Now building the 2027 events plan and \$300K marketing budget.
- Lead the CEO's speaking program, securing an Orange County Paralegal Association MCLE session, a LAPA invitation and an accepted AALNC 2027 session.
- Built a self-guided product demo that became the most-requested asset at the company's first major conference, plus the sales deck, a sales training guide and a registration-flow prototype adopted by the dev team.
- Drove paid LinkedIn CTR to 5.06% against a sub-1% benchmark and moved the CRM to HubSpot for marketing-to-revenue attribution.

### Creative Director | Everspace Studio, Remote

May 2026 – Present

- Lead brand, production, web and email across five properties for an MIT Sloan executive coach, including the Inner Story podcast and a four-city leadership workshop tour.
- Lead pitch decks and development materials for the studio's film and production projects, including a feature film development deck.
- Launched Inner Story on YouTube, Spotify and Apple and run production end to end, managing video editors, studio bookings and guest relationships.

### Growth Marketer | Everspace Studio, Remote

May 2025 – May 2026

- Led marketing for two SXSW 2026 events, including The Lesson LIVE with WNBA All-Star Jewell Loyd, drawing 140+ attendees.
- Grew The Lesson's email list to 2,000+ subscribers (46% average open rate) and its Instagram following to 4,000.
- Ran Shopify merch drops for client brands (about 100 units per drop) and paid social across Instagram, Facebook, LinkedIn and TikTok. Promoted to Creative Director.

### Brand Strategist | Doe Fin-Tech Company, Remote

Apr 2024 – Mar 2025

- Drove 1,000+ waitlist signups through a multi-channel launch and ran ambassador programs across 10 schools.

### Data Analyst Intern | AccendoWave, On-Site

Aug 2021 – Jan 2023

- Increased user engagement 20% through data-driven content personalization.
- Built HIPAA-compliant health data pipelines (C, SQLite, AWS Lambda) and automated reporting in Python.