

# JILL JACOBS

CHIEF MARKETING OFFICER ► MARKETING



212.842.7517



jill.jacobs@marcumllp.com



Jill Jacobs, chief marketing officer at Marcum, is a 25-year veteran of professional services marketing. She leads marketing strategy for the Firm, bringing together integrated initiatives and a progressive approach to drive growth. Jill's broad-based experience includes strategic planning, corporate and personal branding, digital and content marketing, business development, and public relations.

Previously, Jill was chief marketing officer at Friedman LLP, a top-35 accounting and advisory firm, which merged into Marcum in 2022. At Friedman, Jill built an award-winning marketing team and launched a host of programs and technologies that grew the firm's brand and revenue. She also served as CMO and marketing director at two other regional CPA and advisory firms and as an international marketing consultant, guiding clients entering and growing overseas markets.

Jill is an advocate for corporate social responsibility. She chaired her prior firm's philanthropic committee and sits on the Alzheimer's Association Accounting Industry Leadership Council. She also enjoys writing and speaking on a range of topics related to marketing and business development and has appeared in a variety of media outlets, including *Accounting Today*, *Long Island Business News*, and *Growth Strategies*. Jill is fluent in Spanish and relishes spending time in Spain and experiencing other countries and cultures.

## Awards

Crain's Notable in Marketing and PR, 2021

## PRACTICE FOCUS

- Strategic Planning
- Branding
- Communications
- Content Marketing
- Lead Generation
- Digital Marketing
- Website Development
- Social Media
- Public Relations
- Business Development
- Analytics & CRM

## EDUCATION

- M.B.A., International Management with a concentration in marketing Thunderbird School of Global Management
- B.A., Political Science and Spanish State University of New York at Binghamton

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ACCOUNTANTS ▲ ADVISORS

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