

Jackson ImmunoResearch's marketing team is a global team, with members in the U.S. and the UK. We are the link between the company and the customers. Our diverse team offers a range of skills; From web development, graphic design, technical writing, digital and inbound marketing, content creation, storytelling, and advertising and promotion. We strive to promote our products, educate users, build brand awareness, and drive sales.



Why do we need a Marketing Team?

The marketing team is the link between the company and the customers. We promote our products by providing content that introduces their relevance and connects the customer with why they need them. We generate and communicate our value through educational content, advice on product applications, company news, and by championing our customers' achievements. We then use advertising and promotional activities to increase brand awareness.

What Does the Marketing Team Do?

The marketing team comprises a diverse group of individuals, offering the team an eclectic range of skills; From web development, graphic design, technical writing, digital and inbound marketing, content creation, storytelling, and advertising and promotion. The sales team works in synergy with marketing. Alongside their role in nurturing bulk and customer sales, handling distributors and visiting customers, the sales team represents the company at trade shows and scientific exhibitions.

Who is the Jackson ImmunoResearch Marketing Team?

We're a global team, with members in the U.S. and in the UK. Despite the time difference, we work together to develop strategies, deliver impactful projects, and ensure that Jackson ImmunoResearch offers the same message wherever you find us.

Courtney Dill: Sales and Marketing Manager

"My role at Jackson {ImmunoResearch} allows me to blend my sales experience with my marketing creativity to shape the company's image and effectively communicate our value proposition. I directly contribute to JIR's revenue growth, customer retention, and market positioning. Through our marketing efforts, we strengthen relationships with both existing and potential customers, allowing for continued success. Meeting and speaking with customers who truly value our products, just reinforces why I chose to pursue a career in this industry."

Emma Robertson: Marketing Associate

“Working as a marketing associate for JIR, I focus on building brand awareness by showcasing the company’s accomplishments, communicating with current customers, and reaching out to potential new customers through digital media.”

James Leighton: Graphic Designer and Marketing Associate

“My job is to find the perfect balance between aesthetics and effectiveness in the communication and delivery of information, stories, and our brand. I have fun creating all sorts of illustrations, graphics, animations, and laying out scientific literature.”

Miranda Lewis: Marketing Manager

"When you have great products that your customers love, you feel inspired to champion them, which I think shows in our team's output. Working as marketing manager for JIR lets me flex my creativity across a range of media, while still allowing me to leverage what I love most – science comms and education. As the conduit between the R&D department and marketing, I get to stay abreast of the latest tech developments and share them with the wider world."

Helen Arnold: Business Development Manager

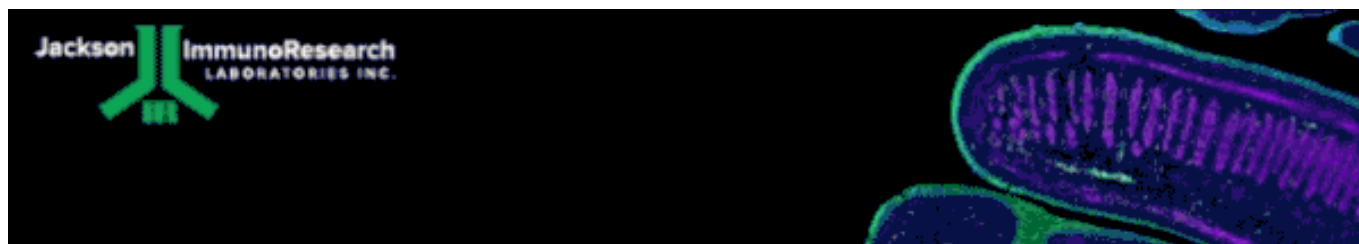
"My biggest scientific passions are brought together within my role at JIRE as Business Development Manager. I love being involved in advancing and supporting life sciences with our clients by building and maintaining business/client relations, identifying new opportunities, and forming partnerships. This ultimately assists JIR with increasing brand awareness and revenue growth."

Jorden Hampton: Full Stack Developer

"My role is meaningful to me because it allows me to combine my skills with work I enjoy. I also find it interesting to learn more about the work JIR does in the world of antibodies."

Emma Mason: Content Writer (Freelance)

“Being a freelancer lets me work with a diverse range of companies to continue expanding my knowledge of life science research. I especially enjoy my partnership with JIR, which has opened my eyes to some applications of secondary antibodies that I had never previously been aware of.”



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