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PROFILE

A results-driven manager with 10+ years of experience in marketing and communications strategy. Demonstrated ability to lead constructive collaboration and develop integrated campaigns to ensure client satisfaction. Proven track record of creative problem solving and organized, proactive project management. Demonstrates confidence and adaptability in a dynamic environment.

SKILLS

- Strategic Communications
- Relationship Management
HubSpot
- Project Management
Basecamp
- Content Management
WordPress
Meta Business Suite
- Social Media Management
- Email Marketing
MailChimp
- Digital Marketing
Google Analytics
- Brand Management
InDesign
Illustrator
Photoshop
- Public Relations
- Budget Management

PROFESSIONAL EXPERIENCE

2023

Director of Marketing | JES Holdings, LLC

2019

Developed comprehensive marketing strategies according to organizational goals and oversee successful execution.

- Led and cultivated a team of five employees and interns
- Monitored and reported on the effectiveness of marketing strategies to executive leadership
- Aligned campaigns with marketing strategies, timelines and budgetary constraints
- Guided the presentation of brand equity to high-profile investors, partners and community stakeholders

2019

Creative Marketing Manager | JES Holdings, LLC

2017

Served as the liaison between marketing and senior leadership to ensure strategies are in line with brand equity.

- Maintained organized, detail-oriented communication with internal and external stakeholders
- Directed the execution and presentation of marketing campaigns according to established deadlines
- Challenged traditional marketing strategies with innovative, efficient approaches

2017

Senior Creative Specialist | JES Holdings, LLC

2014

Ensured brand standards and strategies were implemented across the design and communication of marketing campaigns.

- Conceptualized client objectives into engaging marketing campaigns
- Identified creative solutions to implement client feedback
- Prioritized and delegated initiatives with a comprehensive understanding of team abilities and workflow

2014

Graphic Designer + Marketing Intern | JES Holdings, LLC

2013

EDUCATION

2013

Bachelor of Science in Journalism | University of Missouri

2009

Emphasis: Strategic Communications

Minor: Sociology and Marketing