

LAVINIA LEANNE JONES

CREATIVE DIRECTOR

(216) 854-1971

BRANDLEANNEJ@GMAIL.COM

LEANNEBRANDS.COM

EDUCATION

WALDEN UNIVERSITY

ANTICIPATED GRADUATION DATE - 2022
Doctor of Business Administration
Project Management

WALDEN UNIVERSITY

GRADUATION DATE - 2017
Master of Science

Marketing (G.P.A. 3.8)

BALL STATE UNIVERSITY

GRADUATION DATE - 2013
Bachelor of Science
Graphic Arts Management

CERTIFICATIONS

WALDEN UNIVERSITY

Digital Media Certified

GOOGLE ACADEMY

Google Analytics Individual
Qualification ID: 16201702

WALDEN UNIVERSITY

Brand & Product Management

SHAW ACADEMY

Mobile Application UX/UI

QUALITY CLOUD

Domain Management, Google AdWords, HubSpot, Exacttarget, Basecamp, Wordpress, Google Analytics, HootSuite, Zendesk, Content Management Systems (CMS), Sales, Social Media Management, Brand Management, Product Management, Customer Loyalty, Marketing, Media Buying, Salesforce, Business To Consumer (B2C), Analytics, Graphic Design, Website Design, UI, UX, Customer Relations Management (CRM), Recruitment, Leadership, Creative Direction, Videography, Photography, Community Outreach, Grant Writing, Fundraising, Broadcasting, Voiceover, Campaign Management, Advertising, PPC, PPL, PPS, Illustration, Infographic, Animation, Sustainability

SOFTWARE

Adobe Creative Suite

Audacity

MS Office

SketchUP

ZBrush

Maya

+ MORE (UPON REQUEST)

EXPERIENCE PAGE 1

LEAD MULTIMEDIA SUPERVISOR

APR 2017 - SEPT 2018

YOUTH OPPORTUNITIES UNLIMITED

- Program Manager/Project Coordinator for 4 Media Teams Including Graphic Design, Journalism, Videography & 3D Design
- Directly responsible for community outreach and involvement by creating events and other opportunities to increase awareness of our programs
- Responsible for conveying internal and external messages by creating written materials, prepare presentations to communicate with employees
- Develop print materials and branding strategies for employee use
- Digital & Direct Marketing, Graphic Design and Public Relations skills utilized
- Increased email marketing campaigns by 2,500+ subscribers
- Worked with City of Cleveland Public Utilities, Department of Water, Water Pollution Control, and Northeast Ohio Regional Sewer District, NEORS
- Develop, lead and produce new content and course creation with CEO to fulfill the mission and strategic goals.
- Identify and create opportunities for alignment and collaboration, effective storytelling and targeted messaging to the Network Marketing community.
- Spearheaded Marketing Automation & Community Outreach
- Facilitated 40% growth in program recruiting
- Social media management and interaction focusing on engagement and audience interaction.
- Manages, creates and monitors email campaigns
- Develop and maintain informative presentations (+25 created to date) to ensure participants are familiar with the requirements and process of becoming enrolled in the program

SENIOR MARKETING MANAGER

APR 2016 - NOW

THRYV DIGITAL MARKETING AGENCY (REMOTE)

- Formally Dex Media - Plan and execute all web, SEO/SEM, marketing database, email, social media and advertising campaigns
- Design, build and maintain our social media presence
- Measure and report performance of all digital marketing campaigns, and assess against goals (ROI and KPIs)
- Identify trends and insights, and optimize speed and performance based on the insights
- Created over 600 social media posts for various companies
- Focused on Community Engagement and Outreach
- Managed work flow and communication between all digital departments, including SEO, website development and social media
- Develop the holistic planning document that outlines the brand vision, strategy, and the marketing communications strategy
- Monitor progress against objectives, develop recommendations and communicate as needed to achieve objectives

WEBSITE CONTENT MANAGER

SEPT 2016 - 2017

RENWEB - VAS

- In charge of the planning and execution all web, SEO/SEM, content management database, email marketing, social media and display advertising campaigns
- Used KPI's to determine PPC, PPL and PPV. Manages and recruits team of sales specialists, developers, web designers and implementation specialists
- Served as a strategic partner with CEO to provide strategy and message development, editorial copy writing, design and creative services, digital and video production, media and social media engagement, which support program strategies and promote programs.
- Increased sales through email marketing by \$100,000
- Grew social media & webinar followers by 320%
- Changed purchasing process and procedures for easier client action
- Ensure all creative executions meet quality expectations and fit with the brand equity
- Work with Marketing and Sales teams to implement annual plans, tactics and budgets
- Created weekly email promotions and social media management
- Measured effectiveness of data and analytics and created target campaigns to improve

SENIOR MARKETING STRATEGIST

FEB 2014 - 2016

GMR MARKETING (IN OFFICE TO REMOTE)

- Drove the development of consumer marketing strategy, plans, and execution
- Responsible for hiring and managing copywriters and graphic designers
- Delivered relevant and targeted content to highlight and promote projects
- Collected and analyzed project data to inform the improvement of customer experiences
- Lead public-facing endeavors and other PR strategies to drive awareness
- Hold & Record Webinars for target experience
- Execute strategies through content development, community outreach, paid social media development, influencer outreach and, real-time optimization
- Created marketing campaigns including the production of collateral, sign-age, print, website content and optimization, Google PPC, Facebook advertising, direct mail and email marketing

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CONTRACTS

Baylor Hospital

2015 - Graphic Design

Cook Children's Medical Center

2015 - Graphic Design, Marketing & Community Outreach

Cleveland Cavaliers

2014 - Graphic Design

Jalen Ramsey - NFL Client

2016 - Graphic Design (Logo Creator)

Alvin Kamara - NFL Client

2016 - Graphic Design

DR31 Sports Management

2016 - Graphic Design

Erykah Badu

2012 - Graphic Design

Snoop Dogg

2012 - Graphic Design

Sony Music

2012 - Graphic Design

CAREER TITLES

Creative Director
Creative Services Manager
Senior Content Manager
Digital Marketing Manager
Email Marketing Designer
Senior Graphic Designer
Program Manager
Instructional Designer
Community Outreach Specialist
Marketing Manager
Presentation Specialist
Product Manager
SEO Specialist
Social Media Manager
E-Commerce Manager

REFERENCES

Available upon request

EXPERIENCE PAGE 2

CREATIVE DIRECTION INTERN

FEB 2014 - NOV 2014

J'NICHE CONSULTING CO. (REMOTE)

- Plan and direct public relations programs designed to create and maintain a favorable public image
- Create marketing and promotional materials, both print and electronic
- Create video storyboards to influence services with the use of Adobe Premiere Pro
- Copy-edit, proofread, and revise communications before outsourced to advertising officials
- Developed 4 marketing campaigns that gained the newly created Instagram to 10k in followers
- Create and deliver press releases, media relations content, case studies, white papers, executive bios, corporate newsletter content, social media content, and speaking proposals
- Research media coverage and industry trends
- Develop fresh story ideas for trade shows and website content

JUNIOR GRAPHIC DESIGNER

AUG 2013 - FEB 2014

MANPOWER GROUP (TEMP)

- Helped prepare instructional presentations for the clients
- Presented estimated costs to the clients and project manager
- Utilized creativity and technical expertise to create graphical content for all projects
- Helped in developing layouts for different websites per client request
- Creatively directed the graphical, textual and audio-visual content for the websites
- Helped to update the content of existing websites as per clients' requirement
- Teamed up with other staff on the creative team for brainstorming
- Met with director to determine the scope of all projects
- Advised director on strategies to reach a particular audience
- Determined the message every design should portray
- Created images that identify a product and convey a message with incentives
- Developed graphics for product illustrations, logos, websites, and more
- Selected colors, images, text style, and layouts based on mood boards and design ideology
- Presented designs to CEO and Director for approval
- Incorporated changes recommended
- Reviewed designs for errors before printing and publishing them

BRAND MANAGEMENT INTERN

AUG 2012 - 2013

SONY MUSIC ENTERTAINMENT

- Translated brand strategies into brand plans, brand positioning and go-to-market strategies
- Lead creative development and created motivating stimulus to get targeted population to "take action"
- Provided creative leads for Sony Interns in the Mid-West Region
- Led 12 Major Campaigns including Snoop Doggs 'Snoop Lion' Campaign
- Wrote over 100 copy-edited social media posts for Sony and artists
- Managed all marketing campaigns by analyzing traffic, lead generation, and sales activity to ensure ROI
- Analyze and understand key business trends, track and report business results weekly, monthly and quarterly and provide recommendations to address issues in a timely manner

INSIDE SALES REPRESENTATIVE

SEPT 2012 - OCT 2012

COMCAST (TEMP)

- Reviewed current promotions and changes to effectively inform clients
- Demoted television, internet, and digital voice products for customers
- Sold over 5k worth of services to clients within my temporary position
- Provided support for both technical and billing operations

CREATIVE DIRECTOR

MAY 2011 - AUG 2012

JULE

- Created entire e-commerce website single-handedly utilizing Wordpress and custom HTML and CSS
- Tracked changes in analytics to focus on our target market
- Created marketing campaigns utilizing video and photography equipment and software to capture the brand story
- Managed the creative process from concept to completion
- Translated marketing objectives into clear creative strategies
- Lead and directed the entire creative team (6) in the production of all marketing collateral
- Ensured visual communication and brand standards are met
- Oversaw budget and allocated funds via the company credit card