

JESSIE AUSTIN

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PROFESSIONAL EXPERIENCE

Vice President, Digital Marketing | Marathon Strategies | July 2021 - Present

- Responsible for developing digital marketing strategies to meet client objectives and increase firm's business development pipeline and revenue.
- Lead subject matter expert for trafficking and optimization of digital advertising campaigns across Facebook, Twitter, LinkedIn, Google, and DSPs, on track to manage over \$3M in paid media.
- Managed the recruitment, training, and day-to-day workflow of junior digital team members.

Director, Digital Marketing | Marathon Strategies | October 2020 – July 2021

- Lead paid media manager responsible for over \$1M in paid media campaigns trafficked through social media, programmatic, search, mobile, SMS, OOH, and direct-to-publisher advertising, resulting in over 100% department revenue growth for the year.
- Project manager of a cross-functional team that produced a company email newsletter and website, resulting in 61% email list growth and 85% return to site visitors throughout the project for the firm.
- Implemented a system for reporting against client and industry KPIs, and a system for implementation of Google Analytics and Google Tag Manager for developed landing pages and websites.

Senior Associate, Digital Marketing | Marathon Strategies | May 2019 – September 2020

- Executed all client marketing campaigns, including social, programmatic, and email marketing, while producing all reporting analytics for client review.
- Developed firm's digital best practices and led training on digital services and tech stack for internal staff.

Digital Director | Vertical Strategies | August 2018 – May 2019

- Appointed to lead digital team post-attrition of the prior team; responsible for company budget, cost control, and all internal team operations.
- Lead POC for all client campaigns and deliverables; developed client new business proposals and budgets for upselling services.

Senior Account Executive | Vertical Strategies | July 2017 – August 2018

- Manager of omni-channel digital campaigns for political candidates and clients across the country, including lead acquisition, email fundraising, and brand awareness campaigns.
- Developed creative and ad copy for online advertising, email marketing, and prospecting campaigns; created weekly copywriting for organic social media marketing.

Onboarding Coordinator | WVU Medicine | November 2013 – April 2017

- Lead facilitator for weekly orientation events; responsible for ensuring compliance for over 6,000 new employees.
- Rebranded the onboarding program's brand to increase new employee engagement and create an onboarding presence among current employees and organizational executives.

EDUCATION

Master of Business Administration | West Virginia University

Bachelor of Science, Journalism – Public Relations | West Virginia University