

JASONBENNITT

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CREATIVE LEADER, MARKETING, DESIGN AND COMMUNICATIONS PROFESSIONAL who creates media campaigns as well as business plans, manages as well as designs. Experienced in email marketing, blog writing, copywriting, advertising campaigns, collateral creation and publication design and operation. Specialties: Creative staff management, marketing, media kit execution, photo/video, print production/operations.

CONSULTANCY BY KINGFISHER [Atlanta, GA]

Marketing/Creative Director (2017-2018)

- BUILT MARKETING PLAN from ground up, including processes, techniques, short- and long-term priorities
- INCREASED MARKETING CONTENT MORE THAN 500%, writing compelling business blogs and papers and mobilizing entire staff
- INCREASED SITE TRAFFIC 31% YOY in the coveted three minute plus session duration
- WRITE/EDIT MARKETING CONTENT including blog articles, case studies, papers, email campaigns and other collateral for a leading Business Intelligence consultancy
- CREATED MONTHLY E-NEWSLETTER as vehicle to reach potential clients and build brand within market
- PARROT AND SALESFORCE list segmentation, email marketing and automation
- CREATE AND MAINTAIN JOINT MARKETING relationships with channel and strategic partners
- LEAD DESIGNER AND COPYWRITER for all advertising and marketing campaigns

ALM MEDIA [Atlanta, GA]

Director of Marketing and Creative Services (2014-2017)

- DEVELOPED INTEGRATED MULTI-PLATFORM CORPORATE MARKETING PLAN, organizing all businesses, products and mediums to create successful advertising packages for different market segments
- RAN LOCAL EVENTS BUSINESS, creating client value, P&L, all marketing, preparation and on-site execution
- LEAD DESIGNER AND COPYWRITER for all advertising and marketing campaigns
- CREATED MEDIA KIT re-focusing on individual custom marketing plans for each market segment
- STRATEGIC PARTNER, maintaining the company's relationship with partnerships and vendors

ALM MEDIA [Atlanta, GA]

Art Director (1997-2014)

- AWARD-WINNING DESIGNER with demonstrated skills in art direction, design, copy writing, photography, web design for company's publications, websites and other products
- SAVED \$250,000 ANNUALLY in print and production costs
- WEB DESIGNER overseeing the design and redesign of all digital products
- USABILITY EXPERT in charge of analyzing and reorganizing all digital products
- EXCEPTIONAL MANAGER OF PEOPLE leading a highly stable staff with extremely low attrition
- PROFESSIONAL LIAISON maintaining the company's relationship with all outside printers and vendors

KENNESAW STATE Internet Professional Certificate/Web Design Certificate (2011/2008)

MICHIGAN STATE Bachelor of Arts | Advertising/Communications

JACKSON COLLEGE Associate of Arts | English/Creative Writing