JAYNE GILLIS

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portfolio website: http://jaynegillis.agnesscott.org/jaynegil_website/

Summary: A digital communications and marketing storyteller harnessing the power of creativity and content in search engine optimization and audience engagement.

Professional Experience

CONTENT MARKETING MANAGER -Graduate Internship
Lost World Adventures - Decatur, GA 2019 - present

- Curated content and A/B tested blogs, ebooks, and email marketing campaigns for luxury niche travel company.
- Developed and executed content strategy, editorial calendars, and SEO and customer-focused content for web and mobile platforms.
- Conducted social media audit with audience personas and brand voice.
- Sought out trends, translated analytics, and researched audience behavior to contribute to company thought leadership and adjust overall strategy.

COMMUNICATIONS & MARKETING DIRECTOR
Mud Room – Roswell, GA 2015 – present

- Inbound public relations execution; strategized, created, and managed marketing communication deliverables for all channels (social media, web, email, print). Created and edited content, developed infographics, video scripts, blogs, press releases, trade show marketing materials, magazines, and newsletters.
- Implemented brand voice, working with multiple stakeholders at all levels for corporate and mission-driven clients. Portfolio of clients included: **GE Power & Water, American Express**, **International Facility Management Association, Progressive Insurance,** and **Erin's Hope for Friends**.

DIRECTOR OF COMMUNICATIONS/ACCOUNT EXECUTIVE
Kellen Company -- Atlanta, GA
2012 – 2015

- Built ground-breaking public policy/public affairs initiative that positioned SMRP client as the industry leader and led to national media placements. (www.kellencompany.com/case-studies)
- Managed all platforms (social media, web, email, print).
- Led marketing for conferences, trade shows, including launch of mobile app, increasing engagement 95%.
- Built comprehensive brand voice and internal and external strategy, leading to overhaul of organization as thought leader in the asset reliability space.
- Directed videos for special events and relaunched UX-friendly website.
- Exceeded budgeted revenue growth by 110% for conference corporate sponsorships**.**
- Created and built strategic partnerships and trade agreements with outside organizations.

EDITOR-IN-CHIEF, "SOLUTIONS" Magazine

- Led direction of 42-page print and digital magazine from advertising to editorial to finished product.
- Launched content strategy, developed editorial calendar. and integrated content for all platforms. Led committee of industry thought leaders and subject matter experts.

MANAGER, GLOBAL EMPLOYEE COMMUNICATIONS
Ferro Corporation -- Cleveland, OH 2002 – 2005

- Developed company-wide ongoing communications strategy for 10,000-employee audience of $2 billion worldwide manufacturer of automotive glass, and chemicals that enhance and improve the performance of materials, including electronics, pharmaceuticals, ceramics, and plastics.

- Orchestrated strategic plans through quarterly employee newsletters, monthly leadership and employee letters, corporate videos, and special events.
- Wrote content and led direction of brand voice for videos, speeches, scripts, and letters for CEO and COO.
- Executed and managed global intranet, including ongoing strategy.
- Provided communications counsel to senior management.

Pro Bono

Graduate Advisory & Social Media Lead - Georgia Climate Project Conference (2019)
Public Affairs Specialist, Mountain Park Elementary School (2012–2014)

Professional and Volunteer Organizations

American Marketing Association
IABC (International Association of Business Communicators) Atlanta, Vice President, Professional Development (2011–2013); President, IABC Cleveland Chapter, 2003-2004)

Honors/Accomplishments

Miller-Heiman Conceptual and Strategic Selling (2014)
Cleveland Marathon (2009)
PRSA Cleveland Rocks Award (Public Relations Society of America) (2004) - CEO Building Dedication
Cleveland Bridge Builders Leadership Training (2003)
Invited Guest Speaker – IABC (International Association of Business Communicators) International Conference, Toronto, Canada (2003) and John Carroll University ("What To Do With an English Degree?")

Education

AGNES SCOTT COLLEGE — Atlanta, GA
Master of Arts, Writing & Digital Communication (2019)

GEORGE WASHINGTON UNIVERSITY — Washington, DC
Graduate Certificate, Public Relations

STATE UNIVERSITY OF NEW YORK @ FREDONIA — Fredonia, NY
Bachelor of Arts, English Literature & Professional Writing