


JAMIE DENISON

Director of Marketing

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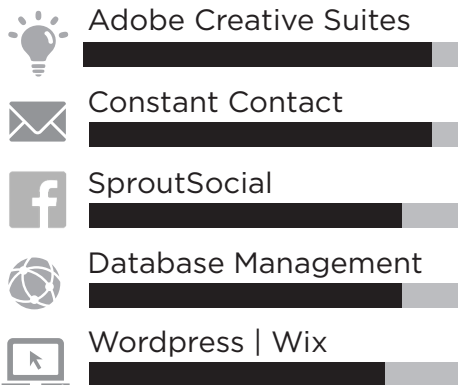
 jamieedenison

PROFILE

I am an enthusiastic learner, life-long relationship builder, creative designer and planner.

I enjoy working in a dynamic, collaborative, creative environment.

TOP 5 TECHNICAL SKILLS



LEADERSHIP/ORGANIZATIONS

2020 - NY Powered By Professionals, Designer

2019 - Astraios Chamber Music, Board Member

2017 - Dallas Society of Visual Communications

2014 - AXO Collegiate Chapter, VP of Marketing

2012 - Girl Scout Gold Award

2011 - Yearbook Editor-in-Chief

RELEVANT WORK EXPERIENCE

Director of Marketing

Jewish Family Service | Addison, TX | Aug 2020 - Present

- » Leads brand strategy, implementation, and creative development of marketing initiatives.
- » Responsible for strengthening connections to our mission through internal and external communication strategies.
- » Serves as the in-house contact for our marketing agency partner and for all internal department needs.

Marketing Manager

Jewish Family Service | Addison, TX | Aug 2018 - Aug 2020

- » Responsible for content creation for video, social media, email, website, direct mail, print collateral.
- » Lead three integrated marketing campaigns from concept creation to implementation and tracking.
- » Assists with a/v and logistics for all special events.
- » Responsible for Resale Shop brand strategy, which brought in \$120,000 last year.

Community Engagement Manager

Jewish Family Service | Addison, TX | 2016 - 2018

- » 60% of time spent was assisting in marketing/outreach
- » Recruit, screen, interview, train and retain volunteers.
- » Represent the agency at speaking engagements.
- » Oversee the operations of 8 major programs including Food Pantry, Meals on Wheels, and HS Internship.
- » Ongoing engagement of 1,200 JFS volunteers.

Account Coordinator

Black Book Ink, LLC | Dallas, TX | 2015

- » Maintained and updated weekly status reports.
- » Scheduled emailers and Social Media posts.

Graphic Designer

Texas Scottish Rite Hospital for Children | Dallas, TX | 2012

- » Designed and published invitations and presentations for Junior Volunteer Program.
- » Produced 'Lend our Hand Campaign' pieces which helped raise \$20k for patients.

EDUCATION

University of Texas at Arlington, Aug. 2011 - May 2015

- » *B.A., Organizational Communication*
- » *Minor, Business Administration*
- » *Marketing Certificate, CNM Connect, Fall 2017*