

Sean R. Jones

Director Of Marketing

// PROFILE

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I bring to the table win-win content management and marketing strategies to ensure proactive domination in digital engagement and retention.



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// EXPERIENCE

VILLAGETALK

01/2016 - Present

Director Of Marketing

- ▽ Test the performance of landing pages, special promotions, content and product placement using Google Analytics.
- ▽ Coordinate with corporate marketing, field marketing, and communications to align online activity with broader campaign initiatives.
- ▽ Developed and project managed all social media campaigns and engagement marketing, as well as the development, technical implementation and content management of new Mobile App.
- ▽ Produced all external-facing content to various publishing platforms.
- ▽ Created a structure for past/present/future customer engagement and retention programs.
- ▽ Serve as the creative force in the development of corporate sponsorship proposals, sponsorship appeals, and sponsor-oriented special events.
- ▽ Manage all daily email operations from A/B split testing, copywriting and the creation of sales and marketing funnels using Salesforce Marketing Cloud and Adobe Experience Manager .
- ▽ Proven ability to thrive within a cross-functional team. Managed multiple producers on complex projects while juggling competing priorities and changing expectations.

PEARSON

10/2018 - 02/2019 (Contract)

Associate Director Of Marketing

- ▽ Developed and worked with various internal/external teams to identify, manage, and deliver the design & deployment of partner opportunities, account management, marketing strategy, messaging, creative, project, and identity management.
- ▽ Provided marketing client service management by creating synergies with internal teams and academic partners which empower us to exceed our objectives.
- ▽ Managed communication projects for various components of the marketing life cycle and services. Created buy-in from multiple clients in a collaborative cross-functional environment
- ▽ Provided academic partner planning, implementation, development insights, and marketing strategy for 3 universities using Adobe Experience Cloud products, Google Analytics and Salesforce Marketing Cloud and proprietary software, which helped enable internal & external teams to deliver results that exceed objectives.
- ▽ Directed & managed the development of interactive, direct marketing, media, creative, sales promotion and PR strategies. Managed all daily email operations from A/B split testing, copywriting and the creation of sales and marketing funnels.

ADVERTISING IN FLORIDA

02/2015 – 08/2018 (contract)

Director Of Marketing

- ▽ Produced and project managed all Marketing campaigns for clients, from social media projection, engagement, strategy and implementation of sales, marketing funnels, marketing analytics as well as media buying. Developed and sustained relationships with internal and external stakeholders to understand business objectives and ensure appropriate content management and maintenance.
- ▽ Directed design, development, testing and subsequent national rollout of new presentation system resulting in an average transaction increase of more than 5%.
- ▽ Generate and present reports, analysis and recommendations for assigned channels to marketing team, and upper management. Interpret campaign trends and monitor key performance indicators uniquely across marketing channels.
- ▽ Use digital metrics to benchmark and deliver upon KPIs (e.g. site traffic, visitor paths, conversion rates, velocity) to optimize digital investments to ensure a strong sales pipeline (and ROI).
- ▽ Maintain detailed analytics regarding each partner through collaboration with marketing analytics team using Google Analytics. Review and implement optimizations to maximize profitable volume.
- ▽ Managed and synthesize information from web analytics using salesforce, Adobe Magento (now Adobe Commerce) usability testing, changing business goals, and emerging web content practices to continually optimize content effectiveness and SEO discoverability. Create a structure for past/present/future customer engagement and retention programs.

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// PAST CLIENTS

As an independent Marketing Director, Content Producer, Managing Producer and Digital Strategist, I have worked with the following brands on their national campaigns:

Staples, Aventis, Lily Pharmaceuticals, Bass Ale, Discovery Channel, Honda, Seagram's, TNN, RICOH, Tommy Hilfiger, Staples, The History Channel, Vibe Magazine, Liberty Health Network, Lamborghini, Columbia Records, Biosomme, Def Jam Records, Coburn Architecture, etc.

// EXPERIENCE (Cont)

THE NORTHSTAR GROUP

Director Of Video Production/Digital Media

01/2010 – 11/2014

The Source Magazine / Jones Magazine / Black Girls Rock

- Developed, produced, and project managed 26 new shows for The Source Magazine, 28 new shows Jones Magazine, created marketing strategies as well as branding around each new show. Develop and sustained relationships with internal and external stakeholders to understand business objectives and ensure appropriate content management and maintenance.
- Managed and owned all digital content to ensure business objectives and audience goals while adhering to information architecture using Google Analytics, brand and content style guidelines, and other best practices.
- Maintained and managed strong communication with internal departments, to ensure program strategies, plans and results are communicated and executed according to plan.
- Managed legal and compliance content review process.

// EDUCATION

ASSOCIATE OF MARKETING

1990 - 1992

Kingsborough Community College

BACHELOR OF MARKETING COMMUNICATIONS

1992 - 1994

City University of New York

// SKILLS

- Leading cross-functional teams and managing budgets, analytics, and agencies.
- Relationship proficiency with the ability to build rapport across the various business units.
- Experience in selecting and managing creative and digital agency partners.
- Proven product and market messaging and storytelling.
- Personally developed and designed and managed over 500 websites.
- Experience with eCommerce and digital sales funnels using Adobe Experience Manager and Adobe Commerce.
- Experience with a variety of digital marketing technologies and "best practices" to maximize marketing automation, SEO, PPC and retargeting, Google Analytics, content syndication, etc.
- Proven track record achieving revenue goals and marketing contribution targets (website traffic, conversion -- web and demand generation, social media impact).
- Scrum & Agile Methodology.
- Produced over 400 video projects
- Experienced 20 year director, video editor, writer and producer.

// TOOLSET

- Ms Office
- Adobe After Effects
- Adobe Photoshop
- Adobe Creative Cloud
- Adobe Experience Manager
- Adobe Commerce
- Clickfunnels / Groovefunnels
- E-commerce
- Canva
- Jira
- Active Campaign
- Asana
- Sendgrid
- Final Cut Pro
- Google Analytics
- Canva
- Hootsuite
- Salesforce Marketing Cloud
- Trello
- Woocommerce
- Wordpress