

Jewelia Dakin

An integrated marketing specialist with a strong cross-functional background, who is equal parts creative and analytical. Seeking to apply my blend of hands-on and management experience for a company that prioritizes and fosters innovation around the customer journey.

Skills Summary

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Content Marketing | Communications Strategy |
Google Analytics | Hubspot Lifecycle & Growth
Marketing | SEO | SEM | CRM | Email Marketing |
Campaign Management | Brand Management |
Writing

Work Experience

Marketing & Communications Director | St. Joseph Notre Dame High School June 2020- Current

- Overhauled sales process and entire marketing approach resulting in a 30% increase in bottom of the funnel leads, despite a 6.8% decline across the sector.
- Increased total customer LTV by approximately \$500k while decreasing customer acquisition cost by \$100.
- Developing the school's content strategy, brand strategy, and introduced an integrated marketing approach.
- Creating, deploying, and optimizing all ads including Google Display, Hulu, and social media platforms.
- Introducing and implementing Hubspot throughout marketing and sales teams for seamless customer journey mapping and ROI tracking.
- Designing, developing, launching, and maintaining a new website with a 10% decrease in bounce rate.
- Producing email campaigns, print magazines, video, and digital content.
- Developing strategic direction and covid-19 response in conjunction with the executive team.
- Conceptualizing, deploying, and optimizing gated content campaigns and automated workflows.
- Managing and allocating budget to maximize productivity and efficiency resulting in savings equivalent to 20% of annual budget.
- Developed and ran the most successful fundraising campaign in 100 year history netting 300% over initial goal.
- Wrote, distributed, produced all crisis communications including webinars, website, blogs, and visual content.

Product Marketing Strategist | Naver Corp- Band App May 2019- Dec 2019

- Developed Band app's first automated email strategy to increase user retention and drive more engagement.
- Identified B2B growth segments and buyer personas, researched demographics, and developed product marketing strategies targeted to each group. This more targeted and tailored approach to marketing helped lead to a record-breaking number of daily active users.
- Handled all inbound marketing including creating a blog site, developing editorial calendars, and managing SEO strategy across relevant channels.
- Applied user-first product marketing techniques to run the most successful UGC campaign in the app's history.
- Consistent communication and consultation with global team on campaign execution, strategy, metrics, and data analysis.
- Re-platformed and optimized UX design of mobile app, improving user experience & increasing retention.

Digital Marketing Specialist | Chefscatalog.com Nov 2018- Jan 2019

- Planned, executed, and enhanced digital marketing campaigns across web, SEO, display ads, and media.
- Created email campaigns responsible for over 75% of e-commerce sales companywide.
- Optimized email open rates and display ad CTR through A/B segment testing.
- Optimized website, improved user experience, usability, content, SEO, and conversion rate.
- Designed, ran and optimized the most successful Google Ads campaign in company history.
- Researched customer journey & keyword search trends to strategically maximize marketing budget and gain consumer insights.
- The start-up restructured and laid off marketing and communications team as a part of reorganization.

Work Experience Continued

Marketing & Communications Manager | Taaleem Education, Dubai, UAE Oct 2016- Jan 2018

- Designed, developed, and implemented the first inbound and integrated marketing strategies, leading to unprecedented visibility for top-of-funnel leads; resulting in the largest class of new students in the school's 10-year history.
- Analyzed and monitored metrics for all print and online efforts while operating within budget limitations.
- Owned all digital marketing efforts including across video, radio, online and social media leading to a 30% increase in customer engagement.
- Led PR campaign of the first "mindfulness room" in the Middle East; resulting in approximately \$1M USD in international media coverage, leading to increased visibility & "Innovative Teacher of the Year" award.
- Consistent use of Google Analytics & social media reporting to track engagement and traffic in order to optimize lead conversions.
- Optimized email campaigns and landing pages by utilizing A/B testing.
- Trained all global peers on relevant marketing practices and developed knowledge base to foster prompt enablement for new employees.
- Developed brand voice and was responsible for overall brand management and storytelling.

Admissions & Brand Marketing Manager | Fortes Education, Dubai, UAE Nov 2015- Jan 2016

- Developed a customized CRM system for campaign and sales management to collect data while improving visibility & increasing conversion rate optimization.
- Served as admissions director to process all new applicants while ensuring seamless onboarding process.
- Collaborated with marketing organization to develop campaign and social media presence; increased leads by 10,000% during tenure using a non-traditional marketing approach.
- Point of contact for CEO and Admissions leadership; involved in shaping a streamlined sales process leveraging CRM, inbound analytics, and developing business partnership programs.
- Responsible for vendor management and worked across partners and alliances to broaden outreach and ultimately drove more admissions.

Account Manager | Qatar Airways Inflight Entertainment Nov 2014- Sept 2015

- Handled ad sales for Qatar Airways inflight publications, Oryx & Oryx Premium and onboard entertainment.
- Point of contact for all accounts in the U.A.E. as sole representative of company in the country.
- Acted as brand ambassador at events and increased database by over 50%.

Senior Account Executive | Atlanta Home Improvement Magazine Mar 2008- Jan 2012

- Responsible for entirety of sales and demand management processes for print and online advertising.
- First sales representative to meet monthly goal within initial six months of employment despite recession.
- Earned second place in national sales competition against 1000 peers.
- Originated, closed and managed sale for one of the first content management platforms at the time, creating tailored blogs and websites to optimize client exposure using SEO.
- Suggested innovative advertising methods, such as social media metrics to maintain ongoing client touches.
- Doubled sales territory and new clients during tenure, despite economic downturn.

Degrees and Certificates

Hubspot Marketing Software- Hubspot Academy

Google Analytics - Google

Digital Marketing Certificate - University of Illinois at Urbana Champagne

Communications & Rhetoric Studies/Spanish B.A. - Oglethorpe University