





Jacqueline Day

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- Accomplished senior marketing professional with over 15 years of experience leading strategic marketing initiatives for start-ups and small businesses to Fortune 500 companies.
- Proven history of driving revenue growth, brand awareness, and market penetration through innovative marketing strategies and campaigns.
- Expertise in developing and executing comprehensive marketing plans across traditional and digital channels, including social media, email marketing, SEO, and content marketing.
- Exceptional leadership skills in managing cross-functional teams and fostering collaboration to achieve organizational objectives.
- Known for delivering results in fast-paced environments while maintaining a keen focus on ROI and metrics-driven decision-making.

Experience

MAY 2021 – MAY 2024

Senior Marketing Manager/Artemis Distribution, Melbourne, FL

Artemis Distribution is a leading distributor of aesthetic and wellness devices across the United States and the UK.

- **Brand and Content Management.** Manage the creation and maintenance of key marketing content for B2B and B2C channels and work with various organizations within the company to execute on key sales materials, partner-facing collateral, and website content that increased brand awareness by 50%.
- **Strategic Direction.** Spearheaded the launch of four major product campaigns and major rebrand project, resulting in a 20% increase in market share.
- **Project Management.** Develop and manage a CRM program that would encompass a systematic approach for consistent communications to partners throughout their onboarding and post-onboarding lifecycle while capturing crucial information along the sales funnel increasing operational efficiency by 40%.
- **Marketing Operations.** Oversee intranet and external website development and function as the primary business contact to support company objectives and ensure content is fresh and robust increasing user experience and web traffic by 30%.
- **Implemented a data-driven approach to marketing.** Utilize analytics to refine strategies and achieve a 20% improvement in ROI on marketing campaigns.
- **Increased Community Engagement by 40%.** Develop and implement a marketing playbook for the Customer Experience Team which includes partner case studies/testimonials, seasonality campaign development, collateral, and content for company Facebook group.

Partner Success Manager/Artemis Distribution, Melbourne, FL

- **Strategic Account Management.** Lead a portfolio of partner accounts in fostering a relationship of value that results in 20% retained business. Manage and grow Artemis Preferred Vendor program to

offer a selected range of high-quality services to partners optimizing costs and ensuring quality service delivery resulting in a 20% increase in vendor performance metrics.

- **Business Operations.** Build an understanding and knowledge of clients' business and their competitive environments and assist them to find mutually beneficial solutions resulting in 15% of sales.
- **Customer Satisfaction.** Facilitated the development of a partner success playbook to ensure customer satisfaction level was up to 95%, measured through customer surveys.
- **Delivered successful customer experience workshops,** leading to 20% customer satisfaction growth and a 5% rise in customer loyalty.

AUGUST 2012 – PRESENT

Marketing Consultant/First Wave Marketing, Melbourne, FL

First Wave Marketing provides consulting services to companies of any size needing marketing and business development expertise. First Wave Marketing engages with firms who need strategic direction and marketing initiatives providing measurable results, increasing revenue and profitability.

- **Strategic Direction.** Increase brand awareness by 25% by leveraging a consultative, relationship-centric approach for clients in a variety of industries. Work with decision makers to plan and budget for implementation of additional solutions and services.
- **Market Research.** Conduct analyses and present marketing plans to current and prospective clients on all collaborative solutions.
- **Website Development and Digital Marketing.** Design and develop website projects for a variety of clients ensuring content is fresh and robust. Develop KPI's to report on monthly traffic and discuss areas for improvement resulting in a 30% increase of web traffic.
- **Social Media Management.** Help to onboard and assist in the creation of a company's social media presence, review performance and discuss goals for improvement that resulted in a 40% increase in engagement.

Specialties: Digital Marketing, Search Engine Optimization (SEO), Website Design and Development, Marketing and Communications Planning, Social Networking, Inbound Marketing, Blogging, Public Relations, Research, Sales and Business Development, Program Management, Trade Show and Event Planning, Sales Management, Financial Reporting and Analysis

Industry Experience: Construction, Financial, Health & Wellness, Insurance, Information Technology, Legal, Medical, Publishing, Telecommunications

MAY 2006 – JUNE 2012

Sr. Director of Marketing/Crump P&C Insurance Services, Melbourne, FL

A division of Crump Group, the leading insurance wholesaler in the United States with over three thousand employees and twenty-seven locations both domestic and international.

- **Strategic Direction.** Develop strategic marketing initiatives for multiple profit centers across the country achieving sales growths of 40% that consistently outperformed key competitors.
- **Management.** Effectively manage a marketing staff of five and consultant with an annual budget of \$600k+ executing comprehensive marketing strategies, increasing engagement by 40% year-over-year.
- **Agency Coordination.** Managed cross-channel marketing campaigns and external creative resources coordinating PR, online, and event marketing, increasing overall campaign effectiveness by 30%.
- **Digital Marketing.** Oversee intranet and external website development and function as the primary business contact to Internet Services Group to support company objectives and ensure content is fresh and robust and increase website traffic by 50%.

- **Event Planning.** Execute multiple successful industry trade shows, corporate meetings, and sales incentive trips.
- **Analytics.** Develop and implement marketing metrics to track key performance indicators, analyze and report results to management, and implement changes as needed for future business planning.

JUNE 2002 – FEBRUARY 2006

Marketing Project Manager/XO Communications, Reston, VA

XO Communications is one of the largest telecommunication companies in the nation with more than 3,200 employees and eighty-five metropolitan markets.

Marketing Program Manager, Reston VA (JULY 2002 – AUGUST 2005)

- **Incentive Sales Planning.** Increased sales activities by creating and implementing a point-based incentive and benefits program (“XORewards”) for a diversified workforce, resulting in 20% retention of valued personnel and improved profitability of the business unit.
- **Strategic Planning.** Launched direct mail campaigns to recruit new channel partners and increase program awareness, attaining 100% of desired goal.
- **Integrated Marketing.** Increased 25% new product sales through strategic email campaigns for the partner channel.
- **Implemented Customer Relationship Programs.** Increased customer reference program usage by 35% and sales bids by pioneering and expanding the program to include customer profiling and testimonials.
- **Event Planning.** Planned and executed successful industry trade shows attended by channel partners over 1,000 and coordinate agent open houses for regional sales teams resulting in 25% increase in channel partners.

Skills

Wix • WordPress • Squarespace • Proficient with Adobe • Canva • Constant Contact • Mailchimp • Google Analytics • Social Media • Hootsuite • Animoto • SharePoint • SEO • Salesforce • Asana • Slack • Guru • Asana

Education

Health Coach Certification/Institute for Integrative Nutrition, New York

B.S. Business Administration/Strayer University, Washington D.C.

A.A. Computer Applications/Hagerstown Business College, Hagerstown, Maryland

Activities

Running • Golf • Yoga • Weightlifting