

Denise Jacks

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210-296-6313

San Antonio, TX 78231

Marketing Professional

Multi-Channel Marketing / eCommerce / Project Management / Graphic Design

Creative, strategic and passionate marketing leader with over 17 years of experience creating value and profitability for organizations in consumer and B2B markets. Demonstrated ability to collaborate across functional groups to meet and exceed business goals. Highly organized and data-driven.

Core Competencies

- Website Design and Development
- Print Design
- Social Media for Business and Branding
- Search Engine Optimization (SEO)
- Public Relations and Content Development
- Web Analytics
- Wordpress
- Project Management
- Email Marketing Best Practices
- Process Improvement Leadership

Professional Experience

Digital Marketing Manager

CalTex Protective Coatings (2015 – Present)

Schertz, TX

- Digital strategy development
- Online reputation management
- Project support for key product introductions
- Influence overall marketing and sales support programs

Marketing Coordinator

Cushman & Wakefield | San Antonio Commercial Advisors (2014 – 2015)

San Antonio, TX

- Design and deliver print and web solutions for commercial real estate properties
- Champion social media and public relations for notable deals
- Internet and email marketing design and development

Webmaster (Contract)

Methodist Healthcare System (2013 – 2014)

San Antonio, TX

- Support marketing and public relations events
- Champion social media for public relations and brand enhancement
- Synthesize existing content to increase traffic to key service lines

Web Channel Manager

PCI Educational Publishing (2007 –2012)

San Antonio, TX

Responsible for overall development and execution of online strategy and eCommerce operations. Delivered 300% revenue growth for web channel, developed first online lead generation program as well as increased email list size two-fold.

- Delivered 300% growth for ecommerce channel through effective SEO, merchandising, site management, online media, and usability best practices
- Developed and managed PCI's first lead generation programs for sales force

Web Channel Manager

PCI Educational Publishing (2007 –2012)

San Antonio, TX

- Increased email list size 200% through effective list management, lead generation and incentives
- Delivered increased ROI targets via Email channel using effective list segmentation
- Championed high-profile partnership with Morgan’s Wonderland
- Developed company’s first social media strategy and entry into social media forum
- End-to-end responsibility for design, development and delivery of revenue to online media budget
- Pioneered new revenue channels via Amazon.com and other digital affiliates

E-Commerce Content Manager (promoted from Internet Marketing Analyst in 2004)

Harland Clarke CITM/B2Direct (1999 – 2007)

New Braunfels, TX

Champion and prioritize initiatives across multiple e-commerce sites based on customer needs and business goals. Interface with internal customer to develop project specifications and project plans.

- Developed the divisions first customer email retention program
- Responsible for ensuring accuracy and quality of customer-facing systems
- Translated customer/client needs into new features and services
- Developed relevant metrics to identify opportunities for improvement
- Project management for new site development and enhancement efforts as well as day-to-day site operations, including production issues, build schedules, calendars, and site testing
- SEO, paid search management, online merchandising, site metrics and reporting, graphic design

Technical Expertise

- Adobe Creative Cloud
- Analytics and KPIs
- Wordpress
- Public Relations
- PPC: Google/Bing
- Social Media for customer engagement
- Project Management
- Familiar with .NET, CSS, JavaScript, PHP, Cold Fusion, SQL, XML and IT Architecture
- Comparison Shopping Engines

Education

Bachelor of Science - Texas State University, San Marcos

Recommendations

www.linkedin.com/in/denisejacks