

# Jessica Blakemore

An experienced higher education marketing professional with proven leadership, project management, design, and marketing strategy skills. Experienced on both the institution and agency sides with a unique understanding of the intricacies of a large public institution with international reach as well as the specific marketing challenges that exist in today's higher education industry.

## RELEVANT SKILLS AND EXPERTISE



Supervision/Leadership, Brand Management, Campaign Development, Art Direction, Graphic Design, Social Media and Search Engine Marketing



Marketing Strategy, Media Planning and Buying, Vendor Negotiations, Budget Management and Procurement Processes



Comfortable working in both PC and Mac environments, experience with Adobe Creative Suite, Microsoft Office, Google Office Suite, and Canva

## PROFESSIONAL EXPERIENCE

### University System of Georgia eCampus

#### Marketing Automation Integration Administrator, 2023 - present

- System administrator for Enterprise 2.0 Salesforce Marketing Cloud instance
- Manage user licenses, roles, and permissions across multiple business units.
- Manage the Marketing Cloud Connector integration with Sales and Service clouds.
- Collaborate with eCampus departments to create and maintain marketing automations and journeys to in support of new/current student experience improvements.

#### Director of Marketing and Enrollment, 2019 - 2023

- Responsible for management and oversight of graphics, communications, web development, recruitment, and salesforce teams consisting of several hybrid work arrangements and two fully-remote supervisees
- Orchestrated and implemented transition to fully online recruitment efforts due to the COVID-19 pandemic
- Served as a committee member for the Georgia Department of Administrative Services Media Buying and Advertising RFP evaluation team resulting in the selection of five agencies available on a state-wide contract
- Vetted and initiated contract with external media buying agency for digital placements
- Managed a 1.25 Million Dollar advertising budget across six unique media plans including client (institution) consultations/planning, vendor negotiations, procurement, and creative deliverables
- Project manager for system-level Salesforce implementation project including Salesforce Service Cloud CRM and Salesforce Marketing Cloud systems

#### Associate Director of Marketing for Collaborative Programs, 2014 - 2019

- Responsible for management and oversight of all graphics/web teams and associated projects
- Redesigned all existing collateral for eCore and eMajor programs
- Implemented project management system for tracking web and graphics projects
- Managed annual advertising budget to include paid media, recruitment events, printed materials, and promotional items
- Planned and placed all media for eCore and eMajor programs, including contract negotiations and procurement
- Developed and executed full-scale branding campaigns for eMajor degree programs
- Coordinated development of co-branded materials for eMajor collaborative programs and partner institutions
- Developed custom marketing materials for partner institutions as requested, including copy-writing
- Project manager for complete redesigns of eCore, eMajor, and Georgia On My Line websites.
- Managed organic social media presence including content creation, caption copy, and scheduling.

## **Troy University**

### **Lead Recruiter and Corporate Partner Coordinator, 2012 - 2014**

- Directed strategy and recruitment efforts for the University in the Greater Atlanta area
- Trained all university recruiters on partnership policies and strategies to nurture community relationships
- Liaised academic updates from main campus to local team
- Worked one-on-one with prospective students through the admission process
- Served as Social Media Manager for Atlanta market
- Identified opportunities, negotiated terms and finalized corporate partnerships for Troy University's Global Campus
- Established and nurtured relationships with university corporate partners
- Coordinated recruitment and outreach events

## **Seventh Point Advertising and Public Relations**

### **Troy University Account Executive, 2010 - 2012**

- Worked independently with little supervision in a full-time remote role
- Liaison for day-to-day communication between the agency and client
- Maintained relationships with key leaders including Deans, Chancellors, Department Chairs, etc.
- Worked closely with media department to plan and execute advertising strategy that met the client's needs
- Worked closely with creative department in the development of campaign materials including print, broadcast, outdoor, and interactive advertisements
- Developed the client's first standardized collateral kit, which focused on maintaining consistent brand imagery and messaging throughout the University's widespread recruitment force
- Planned and oversaw the execution of an extensive mystery shopping program for the client to evaluate response times and effectiveness of recruitment teams
- Collected and maintained ongoing research on the higher education industry in order to best advise client strategy

## **Troy University**

### **Business Development Director, 2006 - 2010**

- Managed marketing efforts of Troy University's Atlanta Site, managing a \$200,000+ yearly budget
- Planned and executed overall recruiting/growth strategy for TROY's Atlanta Site
- Assisted with design and implementation of a region-wide CRM system for the university
- Managed prospective student inquiries and follow-up
- Assisted with admission process and acceptance for graduate programs
- Maintained local TROY Atlanta website
- Represented TROY at civic and corporate events around Atlanta Metro area

## **EDUCATION**

### **The University of Georgia, Terry College of Business**

BBA Marketing, 2005

Magna Cum Laude

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