

JESSE W. OLIVE

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Marketing Competencies:

- Strategic Planning
 - Project Management
 - Search Engine Marketing
 - Digital Advertising
 - Email Marketing
 - CRM/CMS
 - Analytics
 - Web/Graphic Design
 - Copywriting
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Objective:

Results-oriented, dynamic marketing professional with over 20 years of experience in search of a long-term opportunity that will utilize my extensive background and skill set. I bring to the table a unique combination of creative and digital capabilities, along with a track record of driving both hyper-focused projects and overarching integrated strategies, while providing measurable results for reputable brands across a variety of competitive industries.

Key accomplishments:

- Strategized to create 7 figures of residual revenue via a 40% increase in contracts across the nation and into Canada.
 - Managed the creation of a geo-targeted direct mail campaign that generated +12 million in real estate sales <1 year.
 - Introduced digital marketing strategy to personal client contributing to 40% growth in year one.
 - Introduced digital marketing strategy to personal client contributing to 400% increase in sales in year one.
 - Developed, pitched and managed digital marketing program for ad agency's key client which led to \$2 million+ in revenue.
 - Led business-to-business sales and marketing efforts that secured 100 web development accounts nationwide.
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PROFESSIONAL EXPERIENCE

Digital Marketing & Creative Consultant - Self Employed

Knoxville, TN • 2018 – Present

Own and fulfill digital and creative projects for premier global brands in pool construction, service and retail industry as well as moguls in the real estate and behavioral health industries.

- Led all sales and marketing efforts to acquire business across the United States from large to small businesses.
- Wrote client proposals and client and subcontractor contracts.
- Assembled project teams including marketers, designers and programmers to fulfill project requirements.
- Managed web development, app building, design projects and digital marketing campaigns.
- Served as a guest speaker at annual conference and consultant to members of global pool company.

Director of Digital Marketing/PM – Colloredo & Associates

Knoxville, TN • 2017 – 2018

Build and oversee digital marketing department to grow small advertising agency and improve internal processes.

- Developed and implemented digital marketing programs to increase departmental revenue by more than 1000%.
- Hired and co-managed employees and third-party providers to fulfill projects.
- Assisted in the development of websites and proofreading of projects to improve quality of service.
- Implemented ROI attribution system for top client to prove efficacy of digital marketing programs.
- Served as account executive on all digital marketing projects to ensure agency SLA.

PMO Project Manager (Contract) – Principle Group

Knoxville, TN • 2016 – 2017

Represent global ISO Certified company across multiple programs as a process driver and liaison between Mexico team and Fortune 500 client to ensure the highest quality of service delivery and to improve customer experience.

- Collaborated with key leadership to establish protocols, refine operational procedures, and develop tracking tools and to steepen the learning curve for new employees.
- Analyzed numerous large data sets to provide strategies for overcoming obstacles and achieving project objectives.
- Learned and utilized SAP portal to centralize all project data and to document customer communications.
- Formed and maintained key relationships with client and implementation team to ensure project success.
- Led international conference calls to ensure product delivery and gain site access for offshore implementation team.

- Developed and implemented PMO process for close out of over 1500 semi-construction projects for Fortune 5 client.

Director of Marketing & Creative Services – COLDWELL BANKER PREMIER REALTY

Las Vegas, NV • 2015

Serve as a lead role in the implementation of all sales associate technology and marketing programs to increase annual real estate transactions for leader in the Las Vegas real estate market.

- Collaborated stakeholders to develop and pitch a "first of its kind" geo-targeted/predictive direct marketing campaign to produce over \$12,000,00.00 in real estate sales in less than one year and increase brand exposure by over 1,000,000 annual branded touches.
- Managed marketing team and vendors to fulfill projects and increase online proficiency of sales associates by 800%.
- Led rollout of sales associate digital marketing technology to 200+ sales associates.
- Established company's first content marketing plan using CRM to nurture and help grow a database of over 100k contacts.
- Managed public relations by interviewing with major local publications, networking with peripheral professionals such as mortgage lenders and title companies and writing press releases.

Vice President Communications – CENTRAL RECOVERY

Las Vegas, NV • 2014

Promoted to help build parent company's first communications department in order to support all subsidiaries with marketing communications initiatives.

- Collaborated with key stakeholders to create a strategic business plan that would serve as a future roadmap for its treatment facility.
- Continued to oversee day-to-day operations of digital marketing & communications department.
- Participated in outbound and inbound sales teams meetings to make suggestions on sales techniques and help ensure proper use of newly implemented CRM software.
- Oversaw all communications projects including press releases, digital-signage, advertisements, web pages, blog posts, social media posts and email newsletters to ensure each communication aligned with the strategic plan.
- Networked with other healthcare professionals both on social media and in person to ensure our company and departmental presence by establishing one of LinkedIn's top 25 behavioral health profiles and attending company events and behavioral health conventions.

Vice President of Digital Marketing & Communications – CENTRAL RECOVERY

Las Vegas, NV • 2011 - 2014

Train employees and oversee the daily operational efforts to support the digital marketing strategic plan. Own and manage all existing and new digital assets.

- Interfaced with IT and C-Level Executives and other functions to create a closed-loop, CRM centric, digital marketing platform to help increase monthly census of treatment facility by as much as 200%.
- Developed strategic digital marketing plans that dramatically increased online conversions and brand exposure from 2,000 to 6,000+ website visitors per month, increased social media network from under 1,000 to 15,000+ followers, and boosted CRM database from 2,000 to 30,000+ contacts.
- Managed SEO efforts for recovery center to double online traffic and achieve page-1 rankings for hundreds of targeted keywords including the industry's most sought-after keywords.
- Managed recovery center and behavioral health publishing company's Adwords campaigns to increase performance and save both entities thousands of dollars on their monthly budgets.

Director of Customer Relations – REALISTIQ

Las Vegas, NV • 2010 – 2011

Carry out daily sales and marketing efforts to increase annual contracts for all-in-one virtual office solution. Interface with existing and new clientele, collaborate with the design and development team and conduct market research to assist in product development.

- Developed and implemented a digital sales/marketing plan to increase annual contracts by 40%.
- Closed approximately 25 software deals with four-year contracts valued from \$96,000 to over \$200,000.00 each.
- Led all sales efforts to expand client-base across the United States and into Canada.

Additional Experience:

Owner – EVISION STUDIOS

Charlotte, NC • 2001 - 2009

Lead Web Designer – WEBCENTRIC DEVELOPMENT GROUP

Knoxville, TN • 1998 – 2001

EDUCATION, PROFESSIONAL DEVELOPMENT & ACCOLADES

BFA, Graphic Design – THE UNIVERSITY OF TENNESSEE, Knoxville, TN

1st Place Homecoming Window Painting; Runner Up Knoxville's Best Website Award

Top 24 Behavioral Health Profile – LINKEDIN, Las Vegas, NV

PSI Basic – PERSONAL SUCCESS INSTITUTE, Las Vegas, NV

7 Habits of Highly Effective People Signature Program – COLDWELL BANKER PREMIER REALTY, Las Vegas, NV

Leadership Gold Limited Edition Training Curriculum – THE CROSSING, Las Vegas, NV

Las Vegas Business Press - Featured in Las Vegas' premier business paper as a "go-to resource" for social media.

LinkedIn - Achieved "Top 25 Behavioral Health Profiles" on LinkedIn for online engagement with high profile industry leaders.

Principle Global - First PMO PM to master both exterior and interior project management oversight for global company.

Metro Pulse - Runner up for Metro Pulse's web site of the year award.

Certificate of Artistic Merit – NAEA, Knoxville, TN