



Jeff Schenck

Director of Marketing
Creative Director

EDUCATION

MBA - INTERNATIONAL MARKETING

University of Phoenix 2017

BS - COMPUTER SCIENCE

University of Phoenix 2015

CERTIFICATE - ANIMATION & FX

Academy of Art 2007

CERTIFICATE - BROADCASTING

College of San Mateo 2005

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EXPERTISE



Innovative Marketing and Creative Director with over two decades of experience crafting engaging brand experiences across various platforms. I possess a unique blend of creative flair and strategic thinking, enabling me to conceptualize and execute high-impact marketing campaigns. I have a proven ability to lead cross-functional teams, fostering collaboration and creativity to deliver exceptional results. My expertise includes brand development, digital marketing, social media strategy, and content creation. Experienced in managing budgets and timelines, ensuring projects are delivered on time and within scope. I thrive on staying ahead of industry trends and leveraging emerging technologies to create innovative and memorable marketing initiatives. Dedicated to driving brand success by combining creativity with data-driven insights.

WORK EXPERIENCE

Director of Marketing Content & Communications, The Babb Group, Inc. | February 2023 - Present

- In collaboration with the COO: design, execute, and manage innovative paid media marketing campaigns that differentiate each brand in the market and contribute to driving qualified program prospects and brand awareness
- Create and Develop Marketing Team initiatives, goals, metrics, workflows, project management, and communicate the brand identity and style with the team
- Manage the strategy development, implementation, and reporting of paid marketing initiatives
- Develop, implement, and track marketing programs such as email, social media, or digital campaigns and events
- Utilize digital tools and SEO, Analytics, A/B testing to maximize outcomes for paid and organic actions to the B2B and B2C markets.
- Collaborate with other internal teams (e.g. product and sales) to develop and monitor strategic marketing initiatives and organic marketing activities
- Analyze and report on the performance and efficiency of campaigns and other KPIs
- Conduct market research and analyze trends to identify new marketing opportunities
- Develop and create marketing materials, such as ad copy, sales and product collateral, and ensure brand guidelines are met
- When applicable-work with external agencies and vendors to execute marketing programs
- Analyze the financial impact of SEO projects as needed in order to assess their effectiveness.

WORK EXPERIENCE

Director of Marketing Content & Communications, The Babb Group, Inc. | February 2023 - Present

Continued...

- Provide data-based analysis and recommendations for allocation of media spend across channels.
- Facilitate/conduct return on ad spend analyses in partnership with internal teams
- Research digital channels and determine what is best for the family of brands.
- Create and monitor weekly dashboards for SEO, Google Ads/Analytics, social media, email marketing and other marketing outlet performances.
- Develop full style guides, brand guides, best practices, design and content standards, while creating content calendars, align omni-channel campaigns, with paid social ads and other lead generation platforms
- Developed and directed an integrated communications strategy with the goal of promoting the company's products and services
- Created and managed a content marketing strategy, including SEO, online and PR presence, and social media marketing
- Developed and implemented customer focused content campaigns for print, digital, and social media
- Wrote and edited copy, press releases, and articles
- Managed and directed relationships with external partners, including media, influencers, and vendors
- Developed and implemented a content calendar and managed content production process
- Created and maintained a brand identity and visual language across all marketing channels
- Monitored and evaluated the performance of communications and content activities to ensure goals were achieved
- Managed budgeting and forecasting for marketing content and communications initiatives
- Communicate with diverse teams and clients, build rapport and long-term relationships, and achieve 80% Customer satisfaction
- Spearheaded new initiatives to increase retention, which resulted in 10% increase in retention, 12% sales increase, and 22% website visit increase
- Coordinate with cross-functional teams to identify process gaps and develop solutions, resulting in higher production output

Social Media and Marketing Manager, Edison Awards | October 2022 - Present

- Create and Design digital collateral and assets for social media, email marketing, Google Ads, and omni-channel pipelines using Photoshop, Canva, Final Cut Pro, and Adobe Creative Suite
- Support Stakeholders with marketing plans, budgets, and agendas to create effective marketing strategies that achieve company objectives, with strong ROIs, ROAs, and KPIs.
- Create a personalized and engaging email marketing strategy to improve reach, increase nomination submissions and attendance for event, while building relationships and partnerships to help with brand awareness.
- Research and Identify growth areas and marketing methodologies with A/B testing and demographic sampling to expand reach and lead growth through omni-channel marketing approach.
- Leverage Social Ad and Google Ad buys with highly targeted demographics and keywords, along with design and copywriting elements that are engaging, leading to strong CTA results.
- Collaborate with stakeholders and marketing teammates to bring new ideas and modern design elements to the company using graphic design, motion graphics, and video editing/creation expertise
- Measure and optimize paid marketing ads using platform-specific dashboards, Google Analytics, HubSpot Metrics, and marketing analytics reports.
- Establish and maintain scalable processes that ensure best practices in campaign and lean management, while streamlining marketing pipelines.
- Evaluate new technologies and platforms to improve and optimize performance and results.
- Conduct regular meeting with company leadership to report status on all marketing related projects, pipelines, analytics and metrics, budgets, and overall performance goals.
- Created and implemented successful social media campaigns to increase brand awareness and loyalty
- Produced engaging content for website and social media outlets
- Assisted in the development of promotional materials and marketing collateral

WORK EXPERIENCE

Founder - Freelance Marketing Business, Donarus | January 2015 - Present

- Introduce strategic plans for integrating and launching social media campaigns to grow client business.
- Develop Content for social media campaigns through video (Final Cut), digital design (Canva/Photoshop), copywriting/blog content, and print pamphlets (In Design).
- Coordinate designs, graphics, videos, and copy to optimize and leverage current events, pop culture, and news stories to elevate brand positioning
- Identify growth opportunities by conducting market research and regularly analyzing campaign data.
- Use A/B testing, dynamic ads, and graphic design to increase traffic and sales
- Leverage Keywords and KPIs to increase site traffic and client consultations
- Increase client engagement by analyzing online traffic using SMM, Google Analytics, Google Ads, and Facebook Business Manager.
- Coordinate media plans and materials, including placement and design.
- Identify growth opportunities by conducting market research and regularly analyzing campaign data.
- Spearhead advertising campaigns from concept creation to copywriting.
- Increase client engagement by analyzing online traffic using SMM, Google Analytics, and Facebook Business Manager.
- Developed innovative content marketing strategies and social media campaigns that drove increased brand awareness and customer engagement
- Wrote, edited, and published content across multiple platforms, including blogs, website, email, and social media
- Monitored analytics and website traffic to measure the success of campaigns and identify areas for improvement
- Collaborated with other departments to ensure content marketing and social media goals were in line with overall company objectives
- Managed relationships with external vendors and influencers to develop content partnerships
- Developed and implemented a content calendar to ensure timely delivery of content and social media posts
- Researched industry trends and competitors to inform content marketing strategies
- Improved Email Marketing Open rates by 22.3% in 3 months
- Improved Social Media Engagement by 15% in 6 months
- Created Style Guides and Branding Voice and feel that improved brand awareness by 12%
- Identified process improvement opportunities to enhance operational effectiveness and improve team productivity, resulting in 16% reduction in work pipeline inefficiency.
- Build, manage, and develop a Marketing team comprised of 25 personnel, provide coaching and mentorship, conduct performance evaluations, and establish inclusive work cultures for clients.

Demand Generation Manager, Wacom | May 2022 - September 2023

- Developing and executing short- and long-term multi-channel enterprise campaigns to drive leads
- Leading A/B testing strategies and execution across all channels
- Monitoring and optimizing campaigns and programs
- Leveraging customer personas and knowing their buying preferences
- Understanding company products, designs, and consumers from an enterprise level
- Assisting in content development to target enterprise clients throughout the customer lifecycle
- Working within a team of digital marketing professionals and collaborating with other departments, like sales and content, to develop and enhance strategies and build effective pipelines
- Identifying new markets and advertising tactics to encourage business growth
- Assuring buy-in and budget support from senior leadership and stakeholders
- Measuring and analyzing campaign and marketing successes, delivering performance reports to leadership and meeting KPIs and budgets quarterly.
- Support and deliver elements of company enterprise content marketing
- Track campaigns and programs throughout the marketing and sales pipeline
- Create, develop, and execute email campaigns both conventional and automated.
- Create High Res 4K videos in FCP for Major Virtual Production Events at Hollywood Movie and Special FX houses for demonstrations of product capability.
- Create Video Segments in Final Cut Pro from Webinars for Content Driven campaigns and collateral
- Developed and implemented comprehensive demand generation strategies to increase leads, conversion rates and revenue
- Analyzed market trends, customer data and feedback to develop and refine demand generation campaigns
- Collaborated across departments to ensure successful integration of demand generation strategies into the overall marketing plan
- Developed and tracked success metrics for all demand generation activities

WORK EXPERIENCE

Marketing Specialist, Engage by Cell | December 2021 - October 2022

- Create Email Marketing Strategies to increase sales leads, while developing new marketing content to expand reach and engagements
- Focus on B2B Marketing through Google Ads, Social Media, and Email Campaigns.
- Research data points and lead lists in HubSpot, Constant Contact, & Google Analytics with highly targeted and design elements with focused CTAs, demographics, personas, and psychographic data.
- Coordinate marketing plans, social media marketing calendars, copy and collateral in Canva, Photoshop, and Final Cut Pro to target leads and personas through unified campaigns derived from demographics, insights, data and metrics
- Identify growth areas and marketing with A/B testing and demographic sampling to expand reach and lead growth through all marketing ecosystems.
- Work collaboratively with CEO and stakeholders to create engaging content that drives leads and growth, both paid and organically, while focusing on ROI and KPIs
- Leverage Social Ad and Google Ad buys with highly targeted demographics and keywords, along with design and copy elements that are engaging.
- Developed and implemented strategies to increase brand awareness and customer loyalty
- Analyzed customer data to identify target markets and develop tailored campaigns
- Collaborated with designers, copywriters, and other marketing personnel to create engaging content
- Utilized SEO techniques to improve website traffic and visibility
- Analyzed marketing performance and created reports to track progress
- Managed budget and monitored spending to ensure maximum ROI
- Analyzed SEO performance, conducted marketing research on competitor sites, and identified refinements to web copy and design
- Oversaw social media campaigns and digital marketing projects for a craft seltzer beverage company and conducted research on Google Analytics and competitors
- Collaborated with the sales and marketing teams to build a brand identity centered on quality and natural ingredients in alignment with target demographics
- Craft marketing copy for social media posts and email marketing campaigns
- Provided recommendations to improve social media outreach for underrepresented groups and increase inclusion and cultural awareness
- Executed email marketing campaigns and digital initiatives to enhance lead generation and improve website traffic by 35% for a leading real estate company

Marketing Specialist, Senior Helpers | November 2019 - August 2022

- Develop Content for social media campaigns through video (Final Cut), digital design (Canva/Photoshop), copywriting/blog content, and print pamphlets (In Design).
- Coordinate designs, graphics, videos, and copy to optimize and leverage current events, pop culture, and news stories to elevate brand positioning
- Identify growth opportunities by conducting market research and regularly analyzing campaign data.
- Use A/B testing, dynamic ads, and graphic design to increase traffic and sales
- Leverage Keywords and KPIs to increase site traffic and client consultations
- Increase client engagement by analyzing online traffic using SMM, Google Analytics Google Ads, and Facebook Business Manager.
- Developed and implemented marketing strategies that increased brand recognition and drove revenue growth for the company
- Designed and managed campaigns across multiple digital channels including social media, email, and website
- Analyzed and monitored customer data to gain insights into customer behaviors and preferences
- Wrote and edited marketing material such as press releases, newsletters, and blog posts
- Stayed Up-To-Date on industry trends and best practices to ensure optimal results from campaigns
- Analyzed SEO performance, conducted marketing research on competitor sites, and identified refinements to web copy and design
- Craft marketing copy for social media posts and email marketing campaigns

WORK EXPERIENCE

Head of Social Media, Blenddy | January 2019 - August 2022

- Directly responsible for growing client engagement rates through strategic campaign planning and execution.
- Understand the restrictions and regulations of Cannabis Marketing, knowledge of ways to increase growth even with massive restrictions.
- Lead content and social media efforts to develop robust marketing material to increase conversions and brand loyalty.
- Manage all aspects of planning, tracking, and reporting weekly.
- Increase brand awareness by analyze campaign data to optimize for direct conversions.
- Develop SEO-optimized content to increase digital presence and establish clients as experts in their industry.
- Spearheaded the development of a successful online presence for the company, resulting in increased brand awareness and website traffic
- Managed all social media channels, including Twitter, Facebook, Instagram, and LinkedIn
- Developed and implemented strategies for engaging customers, increasing brand awareness, and driving website traffic
- Monitored and analyzed social media metrics to optimize campaigns and develop strategies for improvement
- Developed content calendars, wrote blog posts, created infographics, and developed email marketing campaigns
- Collaborated with other teams to ensure content was optimized for SEO
- Analyzed user data to identify trends and insights for better decision making
- Guided new initiatives to App Downloads, which resulted in 23% increase in downloads, and 62% increase in website traffic

Digital Marketing Manager, Valet Custom Cabinets & Closets | July 2020 - April 2022

- Develop Global Marketing Strategies to increase brand positioning and awareness, while increasing leads and sales.
- Design Digital Content for online, print, and other marketing outlets while using highly targeted content and metrics for maximum reach and ROI.
- Collaborate with stakeholders to develop powerful digital and print content to engage clients and industry partners to increase sales and positioning.
- Coordinate Marketing Plans and Social Media Marketing Calendars for all campaigns, targeting specific demographics, through insights, metrics, and psychographics
- Identify growth areas in traditional marketing areas, industry channels, and social media outlets.
- Increase SEO scores for the website, while also leveraging Google Ads and Analytics to highly target potential clients
- Create Branded Design Elements, from Memes to Full Page Ad designs.
- Direct Photographer and Videographer to get raw content shots that are high quality.
- Edit and Design Video into various formats for content on Digital Video Outlets that highlight high quality designs and looks
- Design and Target clients with Newsletters and content that engages
- Successfully increased website traffic by 40%, resulting in a 20% increase in conversions
- Leveraged A/B testing and other data driven techniques to develop and optimize highly targeted campaigns
- Developed and implemented a comprehensive content strategy to engage target audiences and increase brand recognition
- Conducted detailed analyses of website, email, and social media activity to measure performance and inform future campaigns
- Utilized analytics tools to monitor and report on campaign performance, enabling the team to make informed decisions and adjust campaigns as needed
- Develop and execute 35+ digital marketing campaigns across paid search, display, and programmatic marketing channels for a B2B technology company, resulting in a 35% increase in lead conversions and \$1.5M in pipeline revenue
- Achieve open rates of 54.2% and click rates of 16.5% for email newsletters and improve engagement across Facebook, Twitter, and LinkedIn social media channels by 35% as well as 42% increase in followers
- Conducted competitor research to enhance digital campaigns, which included refining marketing initiatives to align with target audiences
- Oversee social media marketing campaigns to grow brand awareness and lead generation for emerging product lines on Instagram, Facebook, and YouTube

WORK EXPERIENCE

Marketing Manager, Code for fun | October 2019 - July 2020

- Develop Marketing Strategies to increase student enrollment, while expanding into new marketing territories
- Lead Account Managers in developing powerful digital and print content to engage students and parents based on their specific territory and persona demographics.
- Coordinate Marketing Plans and Social Media Marketing Calendars for all programs, targeting specific demographics, through insights and metrics
- Identify growth areas in traditional marketing areas, nonprofit channels, and social media outlets.
- Design Digital Content for various digital and publication outlets.
- Manage Website Developer, and all website workflow projects
- Developed and executed successful marketing strategies to increase brand awareness and recognition
- Spearheaded marketing campaigns to reach target markets and generate more sales
- Implemented SEO techniques to boost website traffic and online presence
- Analyzed marketing data, identified trends and generated actionable insights
- Developed creative content for email campaigns, social media and website
- Collaborated with internal teams to ensure successful implementation of marketing campaigns
- Monitored industry trends and competitors' activities to stay ahead of the competition
- Conducted competitor research to enhance digital campaigns, which included refining marketing initiatives to align with target audiences
- Write, edit, and distribute content to various communication platforms, including web, PR, advertising, social media, and sales support materials

Founder, Metalluminati LLC | February 2011 - October 2018

- Created a Marketing, Management, and Touring Company from the ground up, booking and managing 23+ musical tours around the world, sound and stage teams, and music industry relationships from labels to event locations.
- Directly responsible for garnering over 385,923 YouTube views, 1,110 Subscribers through created content, digital marketing strategies, and working on the road or field from a laptop.
- Established processes for creating music videos on the road, creating digital photography and content for music industry stakeholders, and creating interviews for publications.
- Published articles around the world, wrote for magazines, all while going to school online at the same time.
- Founded and scaled a successful startup company from the ground up, leveraging experience in business development, product development, and marketing
- Developed and implemented business strategies and plans to achieve company's objectives and goals
- Established relationships with vendors, partners, and investors to ensure effective operations
- Negotiated contracts with vendors, partners, and customers
- Monitored and maintained the company's financial health, including budgeting and forecasting
- Designed and implemented customer acquisition strategies to increase customer base
- Created and managed marketing campaigns to increase brand awareness and drive sales
- Led a team of 5 employees with a focus on fostering collaboration and innovation
- Managed 84 projects valued at \$120k to \$250k, oversaw dynamic artist teams comprised of tour managers, stage managers, artists, and ensured on-time touring schedules and on budget tours with artists from around the world
- Communicate with diverse artists and staff, build rapport and long-term relationships, and achieve trust with venue owners, artists, and record labels across the world.

WORK EXPERIENCE

Creative Director, The Metal Review | March 2013 - February 2015

- Developed content strategy to increase engagement and brand awareness
- Directly responsible for increasing social media followings, group topics, engagement and content design elements
- Coordinated business management concepts, along with design and content pipelines from artists, writers, film directors, record labels, and industry stakeholders.
- Created brand style guides and pipelines, along with video interview best practices and motion graphic sequences.
- Worked with musical artists and stakeholders in creating collaborative visions and content
- Spearheaded creative direction for several large-scale projects, resulting in significant growth in brand visibility
- Developed creative concepts for campaigns, leading to increased market share and customer loyalty
- Managed creative teams, providing guidance and direction to ensure successful execution of projects
- Collaborated with internal teams to ensure alignment between creative solutions and corporate objectives
- Created effective project plans to manage timelines and budgets to ensure successful outcomes
- Developed and implemented brand guidelines to ensure consistency and quality standards
- Developed creative briefs and provided feedback to creative teams to ensure successful project outcomes
- Coordinate with creative teams and client marketing departments to identify ideal customer solutions, grow new business, and drive immersive technologies
- Develop a creative and design culture of collaboration and creativity across the company to create a feel and vibe for readers and viewers
- Oversaw 30+ projects and marketing initiatives to increase visibility and brand awareness by 34%, which increased record label and artist interview and review requests by 52%

Content Marketing Manager, HEAVY Music Magazine | February 2012 - April 2014

- Created writing guidelines for publishing tone and brand voice
- Developed design and content strategies to increase brand awareness in the marketing with forward thinking methods and publishing designs
- Created style guides and branding designs to be used across all platforms and collaborative works
- Editor for content creators and contributors, aligning stories with record label and artist needs for PR firms
- Writer for content articles in both published magazine and online content publishing.
- Developed and implemented successful content marketing strategies targeting personas and demographics
- Produced and coordinated video, social media, and written content for online site
- Created/Received and distributed newsletters, press releases, and other promotional materials
- Conducted research to identify target audiences and craft tailored content for them
- Managed and supervised a team of content writers and editors
- Developed and implemented content marketing budgets and tracked marketing performance

WORK EXPERIENCE

Director, Spiral Edge, Inc (DBA SwimOutlet.com) | May 2007 - February 2011

- Recruited to create a Sales & Marketing Department of 16 employees, 4 territories, and a wholesale product line from scratch
- Created a department that focused on team building, quota achievement, and customer relationship building.
- Created Policies and Procedures Manuals and training processes for each of the sections in the department: Marketing, Sales & Wholesale.
- Developed and created a customization department within the company for customized products and branded apparel
- Generated \$1M in sales the first year, and 100% growth each fiscal year through marketing assessments and mentoring, while encouraging new sales team outreach and growth.
- Reported directly to the CEO, going to trade shows, swim events, and collaborations with Nike, TYR, and Speedo.
- Created strong relationships with US Olympic Team in CO, and working with US Olympic athletes to sponsor and be brand ambassadors.
- Proven success in implementing effective and efficient recruitment, retention, and succession planning strategies
- Extensive experience in organizational development, employee performance management, and training and development
- Proven track record of developing and implementing successful marketing campaigns to meet organizational goals
- Expert in creating, launching, and managing social media campaigns
- Skilled in developing and managing websites, SEO, SEM, and content marketing
- Experienced in creating marketing materials, such as flyers, brochures, and presentations
- Proficient in data analysis and reporting to assess the effectiveness of campaigns and provide insights for optimization
- Excellent project and team management skills with the ability to manage multiple projects and teams simultaneously
- Passionate about staying current with digital marketing trends and best practices

Sales, Grays Painting | June 2001 - October 2003

- Developed and implemented successful sales strategies to effectively target new customers and grow existing accounts
- Delivered product demonstrations and presentations to potential and existing customers
- Negotiated contracts with customers and suppliers to ensure mutually beneficial deals
- Actively sought out new customers through cold calling, networking, and attending trade shows
- Created and maintained relationships with customers, ensuring customer satisfaction and loyalty
- Monitored customer feedback to better understand their needs and develop new sales opportunities
- Developed and managed territory and account plans to increase sales and maximize profits
- Analyzed sales data to determine the success of sales campaigns and target areas for improvement
- Met or exceeded monthly and quarterly sales goals established by the company
- Attend meetings with the outside sales team and sales manager to identify improvements to the sales pitch, upselling techniques, and sales strategy
- Provided customer service and sales support to contractors and territory, including client development, site inspections, job quotes, product recommendations, product failure resolutions, job site delivery of product, color matching, industrial coatings and color schemes including interior design elements

WORK EXPERIENCE

Store Manager, Kelly-Moore Paints | August 1996 - May 2001

- Managed the daily operations of a retail store, including sales, customer service, inventory and staffing
- Developed and implemented strategies to increase sales, improve customer service, and ensure profitability
- Supervised a team of up to 10 employees, providing guidance and direction to ensure quality customer service
- Established clear policies and procedures for the store, adhering to company standards
- Developed and maintained relationships with vendors, customers, and stakeholders
- Monitored and resolved customer complaints in a timely and professional manner
- Implemented promotions and special events to increase store traffic and sales
- Drive training initiatives to enhance product knowledge and sales techniques for team members, resulting in increasing sales and store classification (based on yearly sales) by \$10M and shifting up two classification rankings
- Coordinate with the district manager to oversee all aspects of store operations, including inventory management, sales forecasting, staff scheduling, and customer service related issues
- Interface with customers on a daily basis to ensure a high-quality experience and identify resolutions to order issues

Short Bio

As a dynamic Director of Marketing, I bring a unique blend of skills and experiences to add value to any company. With extensive training in Adobe Creative Suites and Final Cut Pro, I am proficient in design elements, color theory, video editing, and motion graphics. My analytical mindset enables me to leverage AI, analytics, and market insights to develop effective marketing strategies and adapt them based on real-time dashboard analytics and market research.

Whether serving as a creative director, marketing specialist, or editor, I am passionate about my work and have a track record of delivering exceptional results. I have successfully collaborated with diverse clientele, including major film studios and international artists, creating 8K video edits and music videos. With a forward-thinking and innovative approach, I excel in niche industries and thrive in both team environments and leadership roles.

Beyond my professional achievements, I have a passion for the outdoors, swimming, music, and the arts, which fuel my creativity in all aspects of my work. Having traveled extensively throughout North America, I appreciate the balance between qualitative and quantitative thinking, allowing me to maximize the impact of marketing and content creation.

Portfolio Highlights

www.jeffschenc.com

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