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Top Skills

Demand Generation

Graphic Design

Email Newsletter Design

Certifications

Broadcasting and Media Certificate

Publications

Heavy Magazine

Jeff Schenck

MBA: Marketing | BS: Information Technology | Director of Marketing, Creative Director, Social Media Director, Digital Marketing Manager, Digital Designer, Freelance Marketing Specialist
Redwood City, California, United States

Summary

Enthusiastic and creative marketing director, manager, and strategist with over 18+ years' experience managing national and international marketing campaigns. Skilled in collaborating with both internal and external stakeholders to drive growth and achieve business objectives, while leveraging artistic, creative, and design elements and copywriting skills to engage and promote companies. Proven track record of success conducting in-depth marketing research and latest designs to build and launch successful marketing campaigns. Utilizing digital designs, modern trends, creative authority to increase conversions, ad buys, click through rates, lead generations, and sales conversions through and omni-channel strategy

- Microsoft Office Suite
- Google Analytics & Google Ads
- SMM (Social Media Management Platforms)
- Final Cut Pro
- (Meta)Facebook Business Manager.
- SEO Writing
- Blog Writing
- B2B and B2C Marketing
- Social Media Marketing, Ads Buys, Insights
- KPI, ROI Reporting
- Google Ads/Analytics
- Content Strategy
- WordPress
- Adobe Creative Suite
- Account Management
- Hubspot
- SMMs: Hootsuite, Zoho, and others
- Email Marketing: Mailchimp, Constant Contact, Hubspot
- Strategic Campaign Planning

- Research Development
- Psychographic Marketing
- Relationship Building
- Problem Solving & Strategic Planning
- Business Development

Experience

The Babb Group, Inc.

Director of Marketing Content & Communications

February 2023 - Present (11 months)

Texas, United States

- 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.
- 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

Donarus

Freelance Content Marketing & Social Media

January 2015 - Present (9 years)

California

~NOTE - This is my freelance business I keep to encompass all my freelance work. --

- 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.

Edison Awards

Social Media and Marketing Manager

October 2022 - December 2023 (1 year 3 months)

Florida, United States

- Create and Design digital collateral and assets for social media, email marketing, Google Ads, and omnichannel 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 omnichannel 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.

Wacom

Demand Generation Manager

May 2022 - September 2023 (1 year 5 months)

Portland, Oregon, United States

- 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

Engage by Cell

Marketing Specialist

December 2021 - October 2022 (11 months)

San Francisco Bay Area

- 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.

Senior Helpers: San Francisco & The Peninsula Marketing Specialist

November 2019 - August 2022 (2 years 10 months)

San Mateo, California, United States

Senior Helpers SF & Peninsula

Senior Helpers Boise - Treasure Valley

Senior Helpers Northern Indiana

- 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.

Blenddy

Head of Social Media

January 2019 - August 2022 (3 years 8 months)

San Francisco Bay Area

- 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.

Valet Custom Cabinets & Closets

Digital Marketing Manager

July 2020 - April 2022 (1 year 10 months)

Campbell, California, United States

- 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

Code for fun

Marketing Manager

October 2019 - July 2020 (10 months)

Fremont, CA

- 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

Metalluminati LLC

Founder

February 2011 - October 2018 (7 years 9 months)

San Francisco Bay Area

- 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 330k YouTube views 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.

The Metal Review

Creative Director

March 2013 - February 2015 (2 years)

Melbourne, Australia

- 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

HEAVY Music Magazine

Content Marketing Manager

February 2012 - April 2014 (2 years 3 months)

Melbourne, Australia

- 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.

Spiral Edge, Inc (DBA SwimOutlet.com)

Director

May 2007 - February 2011 (3 years 10 months)

San Jose, CA

- 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.

Grays Painting

Sales

June 2001 - October 2003 (2 years 5 months)

San Mateo, CA

Sales
Contractor Relations
Client Development
Site Inspections
Job Quotes
Product Recommendations
Product Failure Resolutions
Delivery to Site
Color Matching/Custom Color Matching
Industrial Coating Knowledge
Color Schemes & Interior Design Elements

Kelly-Moore Paints

Store Manager

August 1996 - May 2001 (4 years 10 months)

San Mateo, CA

Contractor Relations

Manage Employees: Scheduling, Training, Manager Development, Inventory,

Inventory Control

Marketing & Display Arrangements

Management Trainer

Outside Sales

Color Matching

Industrial Coating Specialist

Contractor Engagement

Store Class Increases

Education

University of Phoenix

Master of Business Administration (MBA), Marketing · (2015 - 2017)

University of Phoenix

Bachelor of Science (B.S.), Information Technology in Web

Development · (2012 - 2015)

Academy of Art University

Animation, Interactive Technology, Video Graphics and Special

Effects · (2005 - 2007)

College of San Mateo

Certificate, Broadcast Journalism · (2002 - 2005)

Foothill College

Certificate, Music Management · (1990 - 1992)