

Jesse W. Olive

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Marketing Professional

Accomplished, innovative marketing professional with ample years of experience driving marketing initiatives for employers to increase brand awareness, lead generation, and revenue growth. Proven track record consisting of promotions and extended contracts while serving as the subject matter expert in marketing, consistently delivering impactful marketing strategies and achieving exceptional results. Skilled in market research, target audience identification, and brand management to ensure efficacy across all channels. Proficient in leveraging digital marketing platforms for targeted campaigns. Adept at optimizing strategies based on data-driven insights to maximize performance and ROI. A visionary leader with management and Director experience possessing strong interpersonal and communication skills, inspiring cross-functional teams to deliver outstanding results. Committed to meeting business objectives through marketing initiatives that increase engagement, secure loyalty and result in substantial increases in revenue.

Areas of Expertise

Strategic Marketing Planning
Brand Development & Management
Integrated Marketing Campaigns
Market Research & Analysis

Content Marketing & Storytelling
Lead Generation & Conversion
Team Building & Leadership
Customer Relationship Management

Stakeholder Relations
Process Improvement
Coaching & Mentoring
Budgeting & Resource Allocation

Career Experience

Volusion, Austin, TX (Remote)

2022 – 2023

Studio Project Manager

- Successfully handled a diverse portfolio of digital marketing, design, and web development projects within budget.
- Collaborated with cross-functional teams to align project goals and objectives.
- Secured five figures in additional revenue by consulting client stakeholders to invest in additional digital marketing programs.
- Analyzed historical campaign data and facilitated substantial ad spend increases for enhanced Google Ad Campaigns to improve campaign performance, retain clientele and save 5 figures annually.
- Optimized operations to enhance customer experience from onboarding, sales, production to product delivery.
- Obtained Monday.Com certification to architect a cohesive project management system, delivering operational efficiencies and valuable sales insights across web design and digital marketing accounts.
- Improved client onboarding with compelling presentations and comprehensive training for over 100 accounts.
- Led engaging virtual meetings on web design and digital marketing strategies.
- Proactively pursued online training to stay updated with industry best practices.
- Contributed to organizational growth and success by presenting new findings to Vice Presidents.
- Advanced professional growth and development of new Studio Project Managers through comprehensive training and support earning monthly Founder award for an individual that exhibits company core value.

Frontline Media Solutions/Frontline Digital, Arden, NC (Hybrid)

2021-2022

Associate Director/Marketing Manager

- Promoted from Marketing Manager of subsidiary company to Associate Director of parent company within 3 months.
- Overhauled outsourcing to reduce monthly overhead by 5 figures.
- Directed sales and marketing efforts to substantially increase brand awareness, improve the communication of the agency's value proposition and boost search engine presence.
- Collaborated with the CEO to move key clients to programmatic advertising campaigns by becoming certified in a new advertising platform and serving as a liaison between the client and 3rd party service provider.
- Crafted and collaborated in negotiations of all new business proposals.
- Championed social media and email marketing efforts for key clients.

Thatcher Pools, Rochester, MN (Remote)
Digital Marketing Consultant (Contract)

2019-2021

- Consulted business owner of 40+ year business on digital marketing best practices at a global pool membership company's annual convention.
- Crafted detailed proposal and strategy encompassing a detailing a roadmap to success winning business and praise from key stakeholders.
- Implemented and managed a comprehensive digital marketing program consisting of Facebook Advertising, SEO and Google Ads to reach a 300% increase in revenue during their first peak season on my programs.
- Implemented revenue attribution system providing insights valuable for making informed decisions surrounding campaign adjustments and personnel.

Crescent Solutions/United Aqua Group, Las Vegas, NV (Hybrid)
Subject Matter Expert - Digital (Contract)

2018-2019

- Recognized as a trusted consultant in the marketing industry and secured by a reputable staffing agency to manage multiple digital marketing initiatives for key client in the global pool construction and service industry.
- Managed company website redesign project by providing front end page and portal interface designs, outsourcing and managing developers while holding ongoing meetings with CTO and other key stakeholders.
- Invited to be a breakout speaker and to share expertise at annual conference and consulted with key members to optimize their marketing strategies.

Colloredo & Associates, Knoxville, TN (On site)
Director of Digital Marketing & Project Management

2017 – 2018

- Established and supervised the digital marketing department to achieve over 1000% revenue growth for the department and enable agency to grow expand its team and office space.
- Oversaw recruitment and management of employees and third-party partnerships, ensuring seamless project execution and high-quality standards.
- Implemented an ROI attribution system for key clients, fostering trust in the agency's services.
- Assumed the role of account executive, ensuring strong client relationships and adherence to service level agreements.
- Propelled key client to year 5-10 industry average revenue milestones within 2 years by developing and implementing an end-to-end digital marketing strategy.
- Led all sales presentations and managed all proposals for winning new business from key clients.

Principle, Knoxville, TN (On site)
PMO Project Manager (Contract)

2016 – 2017

- Actively collaborated with key leadership and other PMOs to establish protocols, refine operational procedures, and create tracking tools, leading to improved project management practices.
- Conducted comprehensive analysis of large data sets to develop effective strategies for overcoming challenges and achieving project objectives.
- Demonstrated proficiency in utilizing the SAP portal to centralize project data and document customer communications, streamlining information management processes.
- Proactively built and nurtured strong relationships with clients and the implementation team, ensuring successful project outcomes.
- Orchestrated international conference calls to facilitate product delivery and confirm site access for offshore implementation teams, ensuring seamless project execution.
- Nominated to conclude 1.5K semi-construction projects for a Fortune 5 company through the development and execution of a streamlined PMO process implementing conventional and proprietary SaaS and software methodologies.

- Managed a small team of marketers to effectively support departmental and organizational goals.
- Conceptualized and directed a groundbreaking geo-targeted/predictive integrated marketing campaign, resulting in over \$12M revenue from real estate sales within a year and a remarkable increase of over 1M annual branded interactions.
- Achieved an 800% enhancement in online proficiency for sales associates by effectively leading a dynamic marketing team and fostering positive vendor relationships.
- Enhanced the database to over 100K contacts by pioneering the organization's inaugural content marketing strategy and effective utilization of CRM tools.
- Supported 200 sales professionals throughout the seamless implementation of digital marketing technology.
- Strategically recruited top-tier video production experts, offering guidance to the Digital Marketing Manager and advising the Leadership Team on direct mail, digital, creative and video creation strategies.

Central Recovery, Las Vegas, NV

2011-2014

VP of Marketing & Communications/VP of Digital Marketing & Communications

- Collaborated with IT, C-Level Executives, and cross-functional teams to establish a CRM-centric, closed-loop digital marketing platform, resulting in a potential increase of monthly treatment facility census by up to 200%.
- Developed strategic business and digital marketing plans that significantly improved online conversions and expanded brand exposure, increasing monthly website visits from 2,000 to 6,000+, social media followers from under 1,000 to 15,000+, and CRM contacts from 2,000 to 30,000+.
- Managed digital marketing initiatives for renowned treatment center, doubling online traffic and achieving page-1 rankings for numerous industry-specific keywords.
- Directed a small team consisting of support staff and managed a digital marketer to help support departmental and organizational goals.

Education

Bachelor of Fine Arts in Graphic Design (emphasis on Digital Media)

University of Tennessee, Knoxville, TN

Accolades

Featured in Las Vegas Business Press for Expertise in Social Media • Ranked in Top 25 for LinkedIn Behavioral Health Profiles • Runner-up Website of the Year by MetroPulse • Nominated to receive monthly Founder Award for exhibiting company core values

Certifications

Monday.Com Certification, Aug 2022 • Bullseye 101 - Intro to Targeted Advertising Training Course, November 2021 • Bullseye 201 - Advanced Targeting Advertising Course, November 2021 • Google Ads Certification, August 2020 - August 2021 • Certificate of Artistic Merit, National Art Education Association

Professional Development

SEO Masterclass 2022, Advanced SEO, December 2022 • Scrum Master for Beginners + Scrum Master Certification Preparation December 2022 • Become a Facebook Ads Pro 2022 Top 1% Facebook Advertising • PMP Professional Training Course 2016

Leadership

The 7 Habits of Highly Effective People® Self-Paced Course + Knowledge Course — Las Vegas, NV, CBPR - 2015 • Leadership Gold DVD Kit Standard — Las Vegas, NV, Crossing - 2012 • PSI Basic — Las Vegas, NV, Renaissance Center West - 2016 • 75 Hard by Andy Frisella, Asheville, NC, 2020

Community Engagement

Western Carolina Rescue Ministry • Led Principle Breast Cancer Tourney • Led 5K for Cause - Coldwell Banker PR • Foundation for Recovery • City Impact Center • SEED Knox • Bless Fest Second Harvest