

Jesse W. Olive

jesse@jesseolive.com • (828) 606-3205
[LinkedIn](#) • Charlotte, NC
www.jesseolive.com

Marketing Professional

Highly accomplished and innovative marketing professional with 20+ years of experience, driving exceptional marketing initiatives, boosting brand visibility, lead generation, and revenue growth. Proven track record as a subject matter expert, consistently delivering impactful marketing strategies and achieving impressive results. Skilled in market research, target audience identification, and brand management to ensure consistency and differentiation across all channels. Proficient in leveraging digital marketing platforms for targeted and personalized campaigns. Adept at optimizing strategies based on data-driven insights to maximize performance and ROI. A visionary leader with strong interpersonal and communication skills, inspiring cross-functional teams to deliver outstanding results. Committed to exceeding business objectives through customer-centric marketing initiatives that drive engagement and loyalty.

Areas of Expertise

Strategic Planning
Brand Development & Management
Integrated Marketing
Market Research & Analysis
Creative Direction

Content Marketing & Storytelling
Lead Generation & Conversion
Campaign & ROI Analysis
Customer Relationship Management
Business Development/Sales

Stakeholder Relations
Project Management
Process Improvement
Team Building & Leadership
Budgeting & Resource Allocation

Career Experience

Independent Consultant, Remote
Marketing Consultant

2018 – Present

- Craft and implement customized growth strategies for clients, tailored to their specific business models and industries.
- Collaborate with clients to create effective advertising campaigns across various channels, encompassing digital and traditional media.
- Plan and/or execute a diverse range of projects across a variety of industries, including behavioral health, real estate, pool construction, and online education.

Achievements:

- Consistently exceeded client expectations, enhancing brand awareness, customer engagement, and sales growth.
- Recognized as a trusted consultant and speaker in the marketing industry, invited to share expertise at conferences and consulted with numerous businesses to optimize their marketing strategies.
- Led a dynamic SEO team that achieved a remarkable 40% increase in website traffic and revenue for an established real estate brokerage.
- Engineered a comprehensive digital marketing program, including social media advertising, Google Ads, SEO campaigns, and a robust tracking system, resulting in a 300% business growth during the first peak season for a well-established pool company with over 40 years of industry presence.

Volusion, Austin, TX (Remote)
Studio Project Manager

2022 – 2023

- Managed and optimized project management operations to ensure efficient and on-time project delivery.
- Collaborated with cross-functional teams to align project goals and objectives.
- Successfully handled diverse digital marketing, design, and web development projects within budget.
- Acted as a valuable liaison, driving additional business opportunities and increased ad budgets.
- Implemented tracking tools for valuable campaign insights.
- Led engaging virtual meetings on web design and digital marketing strategies.
- Proactively pursued online training to stay updated on industry best practices.

Achievements:

- Consulted clients and provided campaign/ROI analysis on behalf of agency to secure 5 figures annually
- Improved client onboarding with compelling presentations and comprehensive training for over 100 accounts.
- Contributed to organizational growth and success by presenting new findings to Leadership..

- 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 values
- Obtained certification in and implemented Monday.Com to establish a cohesive project management system, delivering operational efficiencies and valuable sales insights..

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

2021-2022

Associate Director/Marketing Manager

- Directed sales and marketing efforts to substantially increase brand awareness, improve the communication of the agency's value proposition and boost search engine presence.
- Established and managed a semi-automated sales program by training employees and utilizing CRM automation, social media platforms to generate a national database of qualified leads.
- 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 business proposals. and collaborated with CEO in negotiations of contracts.
- Championed social media and email marketing efforts for key clients.

Achievements:

- 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.

Colloredo & Associates, Knoxville, TN

2017 – 2018

Director of Digital Marketing & Project Management

- Established digital marketing department to generate 6 figures in annual revenue growth.
- Oversaw recruitment and management of employees and third-party partnerships, ensuring seamless project execution and high-quality standards.
- Managed all digital marketing projects to enhance service delivery and boost customer satisfaction.
- Implemented an ROI attribution system for key client, fostering trust in the agency's services.
- Assumed the role of account executive, ensuring strong client relationships and adherence to service level agreements.

Achievements:

- Achieved over 1000% revenue growth for the department through developing and pitching highly effective digital marketing programs to key accounts.
- Propelled key client beyond industry-average revenue marks within two years through a high-octane and comprehensive digital marketing strategy.

Principle, Knoxville, TN

2016 – 2017

PMO Project Manager

- Actively collaborated with key leadership and other PMOs to establish protocols, refine operational procedures, and create tracking tools, leading to improved project management oversight 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.
- Participated in international conference calls to facilitate product delivery and confirm site access for offshore implementation teams, ensuring seamless project execution.

Achievements:

- Nominated to conclude 1.5K semi-construction oversight projects for a Fortune 5 client through development and execution of a streamlined PMO process implementing conventional and proprietary SaaS and software methodologies.

Coldwell Banker Premier Realty, Las Vegas, NV

2015

Director of Marketing & Creative Services

- Led comprehensive public relations initiatives, including interviews with local publications, proactive networking, and co-producing compelling videos and press releases.

- Overhauled broker website and provided graphic design services to top-producing agents.
- 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.
- Supported 200 sales professionals throughout the seamless implementation of broker/agent digital marketing technology.
- Managed CRM database of over 100K contacts to pioneer the organization's inaugural content marketing strategy.

Achievements:

- Conceptualized and directed a groundbreaking geo-targeted/predictive integrated marketing campaign, resulting in over \$12M revenue from real estate sales within the first quarter and an increase of over 1M annual branded interactions.

Central Recovery, Las Vegas, NV

2011-2014

Vice President of Digital Marketing & Communications, Central Recovery, Las Vegas, NV

- 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+.
- Performed digital marketing in the form of SEO, Google Ads, social media management, and email marketing for renowned treatment center, doubling online traffic and achieving page-1 rankings for numerous industry-specific keywords.
- Supported subsidiaries and non-profits with graphic design and website management services.
- Collaborated with C-suite executives and worked cross-departmentally to provide comprehensive support for multiple subsidiaries in their digital marketing and communications endeavors, leading to a well-earned promotion.

Additional Experience

Director of Sales & Marketing, Realistiq, Las Vegas, NV - Led sales and marketing efforts to achieve 40% growth in one year.

Business Owner/President, Evision, Remote - Acquired - Established a prestigious nationwide client list of over 100 businesses.

Lead Web Designer, Web Centric Development Group, Knoxville, TN - Earned promotion to Lead Web Designer in 2 years..

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