

# JEFFREY GWYNN

Global Strategic Marketing and Communications Leader

817-896-8542

jeffgwynn@gmail.com

www.jeffreygwynn.com

Highly accomplished global marketing and communications leader with a proven record. Experience working with multi-billion-dollar public corporations and private start-ups. Highly skilled in driving engaging company brands through strategic marketing communications, unique sales campaigns, and events.

## SKILLS & AWARDS

Marketing Communications	Public Relations	Company Culture/CSR	Marcom Creative Award
Executive Communications	Content Writing/Editing	Event Coordination	Ragan Communication Award
HR Communications	Crisis Communications	Employee Engagement	Healthiest 100 Workplaces
Marketing Campaigns	Brand Reputation	Adobe Creative Cloud	Great Place to Work
Social Media Strategy	Internal Communications	SEO	Survey/Data Analysis
Diversity and Inclusion	Speech Writing	Change Management	Marketing Collateral

## EXPERIENCE

### **Ellie Diagnostics – Vice President of Marketing:** 2021 - Present

- Serve as strategic lead to develop and manage marketing campaigns, PR strategies, partner relations and various creative assets to influence community, drive performance, innovation and collaborate for success.
- Strategically plan Ellie's sponsorships and participation in more than twenty annual veterinary conferences and other partnership events.
- Create sales driven content for all marketing channels including internal/external communications, blogs, newsletters, and client education.
- Build and evolve the Ellie brand to increase awareness, client loyalty and employee engagement. Identify potential risks and mitigate damage to brand reputation.
- Analyze metrics for all channels using HubSpot and pivot as needed. Use search data to optimize content, and design website around keyword searches and user experience.
- Support the sales team with performance marketing strategies, campaigns and branded collateral that generate new leads and turns prospects into clients. Setup automated workflows and sequences using CRM software.
- Manage performance and creativity for all social media channels including content, paid ad campaigns and influencers. Drive performance through engagement that results in qualified leads for the sales team and top candidates for the company.
- Grow Ellie's revenue through B2B marketing strategies and strengthen Ellie's brand position to achieve desired business goals and revenue.

### **WorldVentures – Global Director of Marketing and Communications:** 2014 – 2021

- Created marketing content used for one-off and drip campaigns for newsletters, websites, email campaigns, blogs, videos, and social media.
- Strategically worked with the sales team to develop marketing campaigns to drive revenue.
- Collaborated with consumer insights team to analyze marketing data from surveys, emails, and social media channels to create and customize marketing strategies.
- Created all internal and external communications including executive keynotes, emails, websites, newsletters, social media, blogs, articles, videos, and magazines.
- Owner of brand reputation management that includes monitoring all news (blogs, reviews, articles) about the company. Improve the company SEO by removing negative publications through agencies and enhancing positive ratings by creating press releases and media inquiries about new product launches, responses to reviews and blog articles about the company brand.
- Development of WorldVentures Intranet from the ground up to use as a critical resource tool to engage with employees and provide a top-notch information channel.
- Kept an overall pulse on the company and employee engagement by consistently conducting employee surveys and analyzing the metrics to determine executive approval ratings, employee engagement and success of town hall meetings.

- Strategically pivoted marketing campaigns and messaging from data analysis, which increased external sales by more than 1.5 million a year.

### **Reef Oil and Gas – Marketing Communications Director: 2007 – 2014**

- Digital marketing leader who led the success of the creative team to produce all internal and external communications, marketing collateral and social media campaigns.
- Built a marketing department that became an essential function of the company by leading the financial growth from investors via the implementation of digital marketing, trade shows/journal collateral, videos, newsletters, internal/external communications, websites, social media, press releases, email campaigns, radio shows, webcasts, podcasts, Intranet, investor sales prospectus and annual financial reports.
- Collaborated with top financial leaders such as Robert Kiyosaki and Dave Ramsey.
- Pioneer in the use of Google AdWords and Facebook ads for financial investment initiatives.
- Collaborated with key executives to train and coach them on how to give successful speeches and radio broadcasts through script writing and talking points.
- Supported the HR team by creating all employee communications and Human Resource policies in adherence to all legal guidelines.
- Worked with technology and sales teams to create portfolio reports around oil production and investment records to optimize marketing strategies and sales.
- Tripled the department productivity and saved more than \$40,000 a year without adding staff by bringing all print materials and other functions in-house.
- Successful company brand reputation improvements through best SEO practices proven by obtaining the same volume of investment dollars in half the time.

### **Pier 1 Imports – HR Communications Supervisor: 2003 – 2007**

- Led the entire Human Resource communications process globally for more than 60,000 corporate and retail store location employees.
- Improved overall department efficiency by more than 20% through cross training, decision empowerment and restructured process-flow planning.
- Managed all internal employee events including merchandise sales, health programs, lunch & learns, benefits programs, total rewards, 401(k) programs, employee recognition and team-building events.
- Designed all CEO presentations, town hall meeting scripts, email announcements, newsletters, Intranet copy and website material.
- Managed an annual photo shoot and created a stock art portfolio for all HR material.
- Implemented an in-house safety incentive program that saved more than \$100,000 a year by decreasing accident incidence by over 25%.

### **Albertsons Food & Drug – Marketing Manager: 1998 – 2003**

- Led the marketing and advertising team over hundreds of retail stores for the southern region.
- Created marketing content for multiple media channels.
- Managed the marketing for new store openings and product launches.
- Strategically worked with the sales managers to develop marketing campaigns to drive revenue.
- Collaborated with the national marketing team to create Albertson's first ever loyalty program that included the design of graphics, content, program rules and guidelines, pricing structure and marketing and advertising campaigns.
- Leading member of the group that spearheaded the online ordering and delivery program through creative marketing and advertising campaigns via direct mail, radio, and television advertising.
- Managed a marketing agency to produce radio and television commercials.
- Successfully managed an annual \$65 million advertising budget that resulted in breaking company records with grand opening sales up 15%, the reduction of printing costs by \$1 million, more than \$1 million a year in free media coverage through PR efforts, the cutting of more than \$10 million in spending by negotiating sponsorships and elimination of fraudulent spend.

## **EDUCATION**

Bachelor of Applied Science degree from Southeastern Louisiana University.

- Clinical Psychology
- Marketing