

Jessica Brawley

(636) 829-3233 • St. Louis, Missouri • jessicabrawley321@gmail.com

Accomplished marketing leader with more than 25 years of experience driving brand growth, event coordination, and process innovation across corporate and nonprofit sectors by delivering data-driven campaigns, engaging content, and multi-channel strategies that enhance community engagement, amplify brand impact, and achieve organizational goals.

Experience

Senior Development Strategist | HAVENLY, INC. | Mar 2024 - Present

- Develop and execute data-driven, multi-channel marketing campaigns (e.g., email social media SEO, PPC) using advanced tools to optimize traffic, conversions and customer or donor acquisition.
- Develop and manage budgets for multi-channel campaigns, ensuring cost efficiency and alignment with organizational priorities.
- Partner with clients to align strategic marketing and fundraising initiatives with organizational goals, driving revenue growth for for-profits and sustainable fundraising for nonprofits
- Leverage analytics tools (e.g., Google Analytics, Adobe Analytics) to evaluate campaign performance, derive actionable insights, optimize strategies, and present ROI-driven reports to stakeholders.
- Lead cross-functional teams to design and implement innovative campaign strategies, ensuring seamless integration across digital and offline channels.
- Stay ahead of industry trends and emerging technologies to recommend and adopt cutting-edge marketing and fundraising solutions.

SENIOR STEWARDSHIP OFFICER | HAVEN OF GRACE | Dec 2022 – Feb 2024

- Cultivated and maintained strong relationships with donors through personalized communications, recognition programs, and timely follow-ups to ensure long-term engagement.
- Strategically steward and expand donor relationships through personalized communications initiatives, recognition programs, and proactive follow-ups leveraging CRM tools (Razors Edge) to drive long-term engagement, retention, and increased giving.
- Planned and executed high-impact special events to strengthen donor relationships, highlight program impact, and drive fundraising goals while managing budgets and cross-functional teams.
- Lead the planning and execution of high-impact special events (e.g., galas, virtual fundraisers, community showcases) to strengthen donor relationships, highlight program impact, and drive fundraising goals, while managing budgets and cross-functional teams.
- Oversee and optimize donor database management using CRM platform (e.g., Razor's Edge) to ensure accurate tracking of contributions, preferences, and interactions, enabling segmented, personalized outreach and compliance with the data privacy regulations.
- Collaborated with program staff to create compelling impact stories and metrics, aligning donor interests with organizational goals.

SENIOR DIGITAL STRATEGY MANAGER | NESTLE PURINA NORTH AMERICA | Aug 2021 – Nov 2022, Contract

- Global project manager charged with overhaul of database infrastructure. Worked with contract companies and used an Led global overhaul of database infrastructure as project manager, spearheading agile-driven redesign of CRM and a

first-in-class KOI/Influencer database management system, collaborating with contract firms, training eight global teams, and ensuring GDPR/CCPA compliance to enhance influencer marketing efforts.

- Designed and implemented a global relational database for managing veterinary key opinion leader data, leveraging advanced tools (e.g., SQL, Salesforce) to enhance scalability, streamline influencer engagement, and support Nestlé Purina's global marketing initiatives.
- In charge of overall digital strategy on the global communications team for Nestle Purina North America, specifically the Purina Institute. Developed and implemented internet marketing and SEO strategies including keyword research, link building, content marketing, PPC advertising, social media marketing, email marketing, and mobile campaigns. Provided global leadership in a digital, connected environment including the identification and development of new business models that provided opportunities for significant growth and competitive advantage.
- Spearheaded global digital strategy for Nestle Purina's Purina Institute, leading data-driven internet marketing and SEO initiatives (e.g., PPC, social media, email campaigns) using advanced tools (e.g., Google Ads, HubSpot), while driving innovative business models to boost brand engagement, veterinary influence, and competitive growth.

DIGITAL CONTENT PRODUCER AND STRATEGIST | BILLER GENIE | Oct 2020 – Jul 2021

- Led content production and digital strategy for an award-winning Miami-based fintech startup in finance automation, creating high-impact assets (e.g., white papers, videos, infographics) that earned Orlando and South Florida Business Journal awards.
- Developed go-to-market and thought leadership strategies, building content calendars and multi-channel distribution plans (e.g., social media, email, website) to amplify reach and engagement across diverse audiences, including partners, investors, and merchants in financial services.
- Directed email marketing campaigns that outperformed B2B industry standards (e.g., 70% higher CTR, lowered bounce rates), optimized digital analytics to drive performance and growth.
- Fostered partnerships and community engagement by leading livestreams, creating conversational content, and supporting sales teams, while driving innovative business models that increased brand visibility and growth.

CONTENT STRATEGIST | ANTHEM | Jul 2020 – Oct 2020, Contract

- Developed targeted content strategies for IngenioRx, conducting competitor research to inform brand positioning and elevate visibility across B2B and B2c audiences.
- Authored compelling messaging and optimized communication strategies through CRM/CMS analysis, improving system efficiency and enhancing audience engagement.
- Streamlined processes to translate marketing needs into measurable goals, ensuring alignment with business objectives and driving project success.
- Designed a user-focused communication strategy using UX insights and personas, paired with a multi-channel social media approach that boosted engagement.
- Leveraged qualitative and quantitative data to create content hierarchies and production schedules, setting IngenioRx up for success with performance-driven strategies.

CONTENT STRATEGIST | MediaCross, Inc. | Sept 2019 – Jul 2020

- Lead content strategy and project management for higher educational marketing campaigns developing engaging brand-aligned content (e.g., websites, blogs, social media) and oversee budgets, timelines, and cross-functional teams to drive enrollment and institutional visibility.
- Collaborate with higher education clients and internal teams to develop targeted content strategies that align with institutional goals, leveraging audience insights and market trends to enhance student recruitment and brand engagement.

SOCIAL MEDIA MARKETING SPECIALIST | MARITZ, INC. | Apr 2018 – Sept 2019

- Led digital campaigns across three Maritz business divisions, developing social media strategies, paid/organic advertising, and thought leadership to drive engagement and hit record-high social goals.

- Formulated brand positioning and messaging for SaaS solutions, contributing to a brand refresh and inaugural thought leadership plan that secured new accounts and partnerships.
- Pioneered social selling training for sales teams, delivering one-on-one coaching and presentations at conferences, resulting in retained accounts and new acquisitions.
- Directed multi-channel marketing campaigns for lead generation and conversion, leveraging KPTs, web analytics, and user metrics to optimize performance and enhance market presence.

DIGITAL MARKETING CONSULTANT AND DESIGNER | JB CREATIVE, INC. | Nov 2017 – Apr 2018

- Founded and managed a versatile eCommerce store, offering digital and physical products alongside client services such as consulting and web development, driving revenue and client satisfaction.
- Secured a varied portfolio of marketing projects and cultivated strong client relationships to expand business opportunities and deliver tailored solutions.
- Transformed a modest online store into a thriving agency, expanding operations to serve global companies and deliver high-impact solutions.
- Utilized Google Analytics and Adobe Analytics to turn vast streams of web data into actionable insights. Utilized SEO techniques, PPC advertising, and social media marketing to increase brand awareness and drive profit for clients.

MARKETING MANAGER | INTAGLIO CREATIVE | Mar 2015 – Nov 2017

- Led B2B and B2C client collaborations to develop innovative content production and digital marketing strategies (e.g., SEO, social media, email campaigns), driving multi-channel projects that increased client engagement across a diverse portfolio.
- Oversaw on-time, on-budget delivery of 50+ marketing and creative initiatives annually managing cross-functional teams and ensuring alignment with client goals.

DIRECTOR OF COMMUNICATIONS | FOSTER AND ADOPTIVE CARE COALITION | Apr 2010 – Mar 2015

- Led communications and PR departments at a nonprofit, steering strategic messaging and media outreach to enhance organizational visibility and reputation.
- Developed innovative online and offline marketing strategies, integrating social media and content plans to expand reach, strengthen brand identity, and drive engagement.
- Redesigned retail store website, implementing A/B testing and SEO tactics to achieve #1 Google SERP ranking, while executing backend/frontend development and eCommerce enhancements.
- Directed the Emmy Award-winning program “A Place to Call Home” with KSDK NewsChannel 5, planning events and producing televised video content to amplify community impact.
- Built collaborative relationships with donors, media, board members, and executives, boosting engagement and supporting fundraising efforts.
- Created compelling graphics and content for digital/print publications, leveraging Google Analytics and user feedback to optimize user experience and website performance.

DEVELOPMENT AND COMMUNICATIONS ASSOCIATE, VOICES FOR CHILDREN | May 2007 – Apr 2010

- Directed internal and external communication strategies, including email marketing and social campaigns, to enhance engagement and elevate the nonprofit’s brand.
- Crafted engaging collateral and managed an eCommerce website, integrating SEO and web analytics (e.g., Google Analytics) to achieve page on search rankings and optimize user experience.
- Orchestrated fundraising events and high-profile galas, spearheading donor relations to boost engagement and secure funding for nonprofit initiatives.

- Managed volunteers, committees, and vendor relations while writing grants and overseeing projects to ensure goal alignment and timely delivery.
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Education

MAY 2007

B.A., MARYVILLE UNIVERSITY

References

Available upon request.