

# Mathew Jones

• Director of Marketing •

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## Professional Summary

I am a dynamic Marketing Director with over a decade of experience driving brand growth and creative excellence. I'm an expert in leading integrated marketing strategies that leverage cutting-edge design principles and innovative branding techniques. My proven track record of elevating brand identity and market presence through data-driven insights, cross-functional collaboration, and agile project management. I specialize in utilizing emerging technologies, including AI-driven analytics and digital transformation tools, to optimize campaign performance and enhance customer engagement. I am skilled in fostering creative teams, managing multi-channel initiatives, and executing high-impact branding strategies that align with evolving market trends and consumer preferences.

## Areas of Expertise

- Integrated Marketing Strategy
- Brand Management
- User Experience (UX) Design
- Data-Driven Decision Making
- Creative Direction
- Crisis Management
- Agile Project Management
- Digital Marketing
- Cross-Functional Collaboration
- Team Management
- Content Creation
- Innovation/Trend Awareness

## Professional Experience

**Director of Marketing** | Jordan Valley Community Health 2024-Current

- Formulate and execute long-term marketing strategies that align with organizational goals, driving brand visibility and market expansion.
- Manage end-to-end development of integrated marketing campaigns across digital, social, print, and broadcast channels, ensuring cohesive messaging and brand consistency.
- Direct and mentor creative teams, fostering an environment of innovation and ensuring the production of high-quality, eye-catching marketing collateral.
- Drive digital marketing strategies including SEO, SEM, social media marketing, and content strategy, utilizing the latest tools and platforms to increase online presence and engagement.

**Creative Team Lead** | Government Employee Health Association 2023-2024

- Design and execute innovative creative strategies that align with brand objectives and drive compelling visual and conceptual campaigns.
- Manage and mentor a diverse creative team, providing guidance, feedback, and support to foster creativity and ensure the successful delivery of projects.
- Provide artistic direction and vision for creative projects, ensuring consistency and alignment with brand identity across all visual and narrative elements.
- Utilize data and analytics to measure the effectiveness of creative campaigns, assess performance, and drive continuous improvement.

**Director of Marketing** | Foster Senior Development

2018-2023

- Oversee the development and reinforcement of a compelling brand identity, ensuring consistency across all marketing touch-points and materials.
- Lead the creation and execution of multi-channel marketing campaigns, including digital, social media, print, and experiential marketing, to engage senior clients and their families effectively.
- Partner with sales, operations, and senior development teams to ensure alignment of marketing strategies with overall business objectives and operational goals.
- Develop targeted strategies to generate and convert leads, focusing on the unique needs and preferences of senior living prospects.

**Designer, Production Coordinator** | Transport Graphics Inc.

2015-2018

- Monitor and manage production budgets, tracking expenses and ensuring cost-effective allocation of resources to stay within financial constraints.
- Address and resolve production issues promptly, implementing solutions to overcome challenges and minimize disruptions.
- Act as the liaison between various departments, including creative, technical, and administrative teams, to ensure seamless communication and workflow.
- Ensure adherence to quality standards and production specifications, conducting regular reviews and inspections to maintain high production values.

Education

**Missouri State University** | Bachelor's in Marketing Management 2024-Current

- I am currently obtaining my Bachelor's Degree in Marketing Management.
- When finished, I am continuing my education to obtain a Master's Degree in the accelerated program through Missouri State University.

**Ozark Technical College** | Associates in Marketing & Design

2015-2017

- Here I obtained my Associates Degree in Marketing & Design maintaining a 4.0.
- Here I was awarded with a Portfolio Honor's Award.

Professional References

Victoria Stempleman, GEHA	Romina Martin, Springhouse Village	Leanne Cofield, Visage Inc.
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Personal References

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