

JESSICA LAVOIE

Boston, MA | jess@jesslavoie.com | (617)-833-5842

INTEGRATED MARKETING SPECIALIST

Skilled marketing professional with extensive experience in brand strategy and the development of targeted, integrated programs and campaigns. Cross-functional team leader adept in providing direction spanning market research, strategic creative, print, email, social and content strategy, website, brand partnerships, public relations, media buying/planning, video production, digital, SEO/SEM, OOH advertising, and multi-channel marketing. Possesses an exceptional ability to optimize brand awareness and drive bottom line for business, enhancing engagement and commitment to brands in order to drive sales and revenue growth. Financially astute, efficiently allocating marketing budgets to meet short and long-term strategic objectives. Leverages stellar communication and project management to lead end-to-end campaign management to support commercial sales team objectives. Create and execute go-to-market strategies to ensure a cohesive brand message and story across all business units and distribution channels.

CORE COMPETENCIES

Brand Strategy | Integrated Campaign Management | Multi-Channel Marketing | Digital Marketing | Campaign Reporting & Analytics | Demand Generation Programs | Cross Functional Team Leadership | Project Management | Product Development Marketing in Regulated Industries | Sales Enablement | B2B & B2C Marketing | E-commerce Strategies

PROFESSIONAL EXPERIENCE

BINX HEALTH – Boston, MA

Director of Marketing • September 2018 – Present

Senior Product and Program Manager • April 2018 – September 2018

- Mobilize marketing activities while directing the development and delivery of a fully integrated marketing strategy.
- Streamline development and implementation of branding strategies, as well as the marketing strategy for new and existing products.
- Manage agency relationships and oversee the implementation of marketing strategies, including campaigns, events, digital marketing, and public relations.
- Collaborate with the sales team, facilitating the accomplishment of commercial objectives by providing them with appropriate tools, materials and resources.
- Create a roadmap for the marketing team's activities, ensuring that the marketing objectives are effectively executed to meet business goals.
- Galvanize media presence and direct programs to increase brand awareness with key investors and consumers.
- Undertake continuous analysis of competitive environment and consumer trends, developing and delivering marketing and communications strategies based on data analytics.
- Present marketing strategy, budget (\$1MM +), and initiatives to executive leadership on annual basis.

Accomplishments:

- Led corporate global rebrand through legal trademarking process, including naming, logo design, and brand identity.
- Created extensive product development plan and successfully managed team of 25+ to product launch in under six months.
- Implemented demand generation campaigns that secured over 50MM in potential revenue for newly FDA-cleared testing platform.
- Developed and adapted a strategic advertising plan to reach millennials on a National level, maximizing both traditional and digital channels to drive brand awareness and engagement.
- Successfully drove over 100,000 millennials through our online risk assessment, resulting in critical data to attract and secure key investors and partnerships.
- Directed PR teams and secured features on Fox, NBC, ABC, CBS, 360dx, and GenomeWeb

AGENCY 451 – Boston, MA

Account Director • April 2015 – April 2018

- Planned and adhered to client and internal budgets, facilitating the tracking of actual revenue and expenses, in addition to comparison of planned budgeting.
- Oversaw larger, integrated accounts spanning all agency departments including public relations, creative, social media, SEO, and paid digital advertising.

- Established goals and objectives based on customer requirements and needs to offer suitable solutions and generate new business; successfully strategized and directed internally to meet all client deliverables and deadlines.
- Expedited diverse multi-channel media buys including TV, billboard, print, radio, and digital marketing strategies.
- Transacted successful client contract renewal negotiations including growth and upsell opportunities.
- Prepared and presented reports, communicating overall quarterly/annual progress to senior management and external stakeholders.

Accomplishments:

- Created an integrated marketing program featuring an influencer strategy, synergizing traditional and digital media, thus, resulting in a 25% YoY revenue increase for an amusement park chain. Also boosted website social traffic by 1,000% YoY, a 70% increase in referral traffic, and 175% increase in Instagram followers.
- Identified and secured over \$250,000 in incremental revenue within the first three months of financial services client engagement.

FREELANCE MARKETING CONSULTANT – Boston, MA
Digital Media and Web Design • July 2013 – Present

- Produce design functions for small and mid-sized companies, delivering effective, aesthetic, on-brand, and on-strategy creative for websites, web pages, email promotional creative, and social media marketing initiatives.
- Translate product positioning, existing research, and offline/online marketing strategies into effective marketing collateral.
- Work with e-commerce team and internal and external developers to ensure aesthetics are aligned with usability, accessibility, and web standards; ensure proper implementation within a web environment and sustain consistency and integrity of the creative vision, translating and creating marketing requirements into compelling, appropriate campaigns and designs.
- Ensure consistency of brand and creative across digital customer touch points.

Accomplishments:

- Optimized design and marketing content for webpages for a plastic surgeon's office, resulting in a 60% increase in time on site.
- Generated and implemented weekly email campaigns for a real estate client, significantly bolstering sales pipeline growth.
- Established a successful lead generation program for a local insurance agency via CRM and marketing automation software.

RELEVANT WORK EXPERIENCE

Greater Boston YMCA • **Board of Directors** • Boston, MA • January 2020 – Present

Todd English Enterprises • **Senior Sales and Marketing Manager** • Boston, MA • July 2013 – April 2015

Lighttower • **Events Coordinator** • Boston, MA • October 2012 – July 2013

International Computerware • **Marketing Associate** • Boston, MA • January 2011 – October 2012

EDUCATION & CERTIFICATION

Bachelor of Arts in Public Relations • Suffolk University • Boston, MA • 2008

TECHNICAL SKILLS

Proficient: Microsoft Office (Word/Excel/Outlook/PowerPoint) • Adobe Illustrator • CRM • Social Media Platforms • Facebook Business Manager • WordPress • Project Management Software

Basic Knowledge: HTML/CSS • Shopify • Craft • Magento • Squarespace • Google Analytics • AdWords • Tag Manager • Search Console • My Business • Data Studio