

Jamie Weir

📍 Denver, Colorado, US ✉ jweir5768@gmail.com ☎ (806) 215-2646 🌐 in/jamieleeweir

SUMMARY

Experienced Marketing Manager with a proven track record in developing and executing successful marketing strategies, managing cross-functional teams, and driving revenue growth. Seeking new opportunities to leverage my expertise in marketing management and contribute to the success of a dynamic organization.

EXPERIENCE

Marketing Manager | Teachers of Tomorrow | Remote | May 2021 - Present

- Reporting directly to the COO, I led marketing initiatives for Teachers of Tomorrow, a post-baccalaureate program offering alternative routes to K-12 educator certification.
- Managed the marketing team, external contractors, and partner groups in devising impactful B2B & B2C campaigns, overseeing digital presence, and coordinating events to amplify brand visibility, increase revenue, enhance lead generation, and foster customer success.
- Voluntarily established ownership of maintaining the WordPress website, collaborating with the Graphic Designer, Dev, and SEO teams to craft 350+ new web pages and improve user experience.
- Directed a consultancy partnership to streamline website content, condensing 1,000 web pages into 600 for improved customer engagement and maintained high SEO rankings.
- Led a high-stakes marketing effort to launch the brand in a new state within a tight deadline. Developed a 10-page website and 5 B2C email workflows comprising 40 emails, created 10+ digital ads, crafted press releases, and produced digital/print collateral for effective brand introduction.

Marketing Coordinator | Teachers of Tomorrow | Remote | March 2020 - May 2021

- Devised and implemented strategic marketing plans, crafting new campaigns to expand audience reach and bolster support for existing customers.
- Project-managed concurrent marketing campaigns aimed at acquiring new business, providing ongoing support for current customers, and nurturing relationships with partner companies.
- Developed and managed multiple monthly events, attracting up to 2,000 attendees each, to foster lead generation and offer resources for current candidates, ensuring customer success.

Program Advisor | Teachers of Tomorrow | Houston, TX | December 2018 - March 2020

- Guided candidates through state and program prerequisites to achieve teacher certification, collaborating within a team of 30 advisors, certifying over 7,000 teachers annually.
- Diligently handled up to 100 candidate inquiries daily through phone, email, and social media platforms, adeptly resolving queries, addressing concerns, and navigating program challenges.
- Upheld a minimum CSAT score of 90%, fostering sustained customer success by delivering top-notch customer service to over 500 candidates.

Bar Manager/Event Coordinator | Quail Creek Country Club | San Marcos, TX | May 2015 - July 2018

- Partnered with the Director of Operations to organize corporate and social events for 20 to 500 guests.
- Managed daily operations at the club's bar and grill, ensuring exceptional customer experiences.
- Led a strategic reorganization of bar, grill, and event areas, improving customer and employee satisfaction and enhancing inventory management.
- Trained 15+ new employees, equipping them for bar, grill, and event roles.

EDUCATION

Master of Arts (M.A.), Communication Studies | Texas State University | San Marcos, TX | 2018

Bachelor of Arts (B.A.), Communication Studies | Texas State University | San Marcos, TX | 2015

SKILLS

Strategy: Market Research (SurveyMonkey), Budgeting & Expenses (Concur), Project Management (Monday.com, Figma, Miro)

Content: Content Management Systems (WordPress, HubSpot), Copywriting, Graphic Design (Canva), Virtual Events (Brazen, GoToWebinar)

Digital: Email Marketing (HubSpot), SMS Marketing (Message Media), Social Media Management, Paid Advertising (Google Ads, Meta Ads Manager)

Analytics: Data Visualization (Tableau, Power BI), Marketing Automation (HubSpot), Segmentation & Targeting (Google Analytics)

Personal: Team Management, Interpersonal Communication, Public Speaking, Critical Thinking, Problem Solving