

JESSICA M. WALSH

Strategic Creative Marketing / Communications Professional



PROFESSIONAL PROFILE

Dynamic and ambitious creative marketing and communications professional, with a proven track record of developing and managing strategic marketing campaigns, building and reinforcing brand image, and possessing keen insight into client objectives. Proven success in achieving revenue goals through strategic marketing, advertising, and brand development efforts - and pushing the creative bounds of traditional promotion to establish elite and award-winning creative standards that support brand identity, voice, and environment.

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SKILLS

Strategic Marketing & Advertising
Corporate Brand Development
Media-Buying
Online Advertising
Creative Direction & Leadership
Project & Team Management
Website Design & Strategy
Public & Media Relations

LANGUAGES

English / Spanish

(CURRENT) GRADUATE EDUCATION

Boston University (Boston, MA)
Beginning Fall 2020
Master of Science (MS) in Advertising

UNDERGRADUATE EDUCATION

Boston University (Boston, MA)
Sept. 2007 - Jan. 2012
(*Coursework completed in 2011.
Office of Registrar Graduation Year: 2012)
Bachelor of Science, Broadcast Journalism

EXPERIENCE

TOMA Marketing Group, LLC | September 2015 - Present
Owner / Founder

- Consultant in strategic marketing and advertising, brand development, organizational communications, and media relations strategies for growing business and organizations. Clients include: City of Lauderhill, Lauderhill Performing Arts Center, Mizner Park Cultural Center, APX Technology Consulting, Arts Center Management, Orchard Street Productions, and The Victory Dolls.
- Develop and execute strategic marketing campaigns for clients, with emphasis on institutional brand development, content creation, media-buying, and online advertising to increase brand recognition and influence consumer behavior.
- Direct and manage a team of freelance graphic designers, print vendors, and web developers to produce compelling, quality marketing collateral(s) that exceed client needs and expectations - providing strategic leadership on design direction and quality management.
- Create and maintain balanced advertising budgets and prudent financial management to achieve client revenue goals.
- Work directly with media sales to negotiate and execute all client media-buying, including television, radio, print, digital, and non-traditional - and supervise and review all production work to ensure client goals are met and creative quality is upheld to the highest standard.

Delray Beach Playhouse

June 2017 - Present

Director of Marketing & Communications / Creative Director

**Currently working remotely for the Playhouse.*

- Responsible for all strategic marketing, branding, and communications campaigns for the non-profit community theater, which resulted in a 25% increase in revenue during the first year of employment.

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- Direct and manage a team of freelance graphic designers, print vendors, and web developers to produce compelling, quality marketing collateral(s) for season events and shows – providing strategic leadership on design direction and quality management.
- Manage the design, preparation, and distribution of all marketing collateral, including annual season brochures, traditional media advertisements, direct and electronic mail pieces, event signage, and POP displays.
- Prepare and effectively manage the annual marketing budget to achieve annual revenue goals through season subscriptions and single-ticket sales.
- Work directly with media sales to place, develop, and negotiate television, radio, and print media buys, and oversee all production and creative detail, including financial responsibility and oversight.

Professional Facilities Management, Coral Springs Center for the Arts

Coral Springs, FL | July 2014 – November 2016

Director of Marketing & Communications / Creative Director

- Responsible for the development and execution of all strategic marketing, branding, and communications campaigns for high-profile acts, - such as Howie Mandel, Boz Scaggs, Joy Behar, Arlo Guthrie, Vince Gill & Lyle Lovett, Kathleen Madigan, and more - for the second largest theater in Broward County, which resulted in the largest increase in revenue in the theater's history.
- Additionally responsible for marketing and branding the Center's performing arts summer camp - the largest in South Florida - Next Stop Broadway, which yielded an annual profit of \$400k.
- Prepared and effectively managed the annual marketing budget, and over 40 annual event marketing budgets, to achieve annual earned income goals through single-ticket and season ticket sales.
- Managed the design, preparation, and distribution of all marketing collateral, including annual season brochures, traditional media advertisements, direct and electronic mail pieces, event signage, and POP displays.
- Oversaw and approved designs, artwork, photography, and graphics developed by creative team members to ensure alignment with creative direction.
- Negotiated and executed all media planning and media-buying, including television, radio, print, digital, and online advertising.
- Responsible for all website management efforts, including championing a website redesign to improve site usability and organization, design consistency, brand identity, and to increase overall site traffic.

WSVN-7 News

Miami, FL | 2012 – 2014

Account Executive

- Directed sales and marketing initiatives for the FOX-affiliate station in Miami.
- Worked directly with media buyers for high-profile clients – such as AEG Live, Original Pancake House of Florida, Publix, Southeast Toyota, etc. – to plan and implement comprehensive marketing programs, negotiate contracts, and coordinate television schedules.
- Coordinated fulfillment of client advertising orders, including arranging for make-goods, ad copy, and monitoring quality.
- Developed cross-promotional marketing campaigns to supplement direct marketing campaigns, which included spot television advertising, as well as a suite of digital campaign elements, such as online ad campaigns, contest giveaways, live streaming, and social media promotion.
- Coordinated with media buyers and WSVN's in-house creative team to produce the highest quality and most attention-garnering commercial spots and digital advertisements and promotions.