

JONATHAN RUSS

Marketing & Creative Director



PERSONAL PROFILE

Driven and skilled marketing professional who aims to excel, grow, and learn in every area possible to increase a company's marketing and creative segments. Avid designer, artist, creative and critical thinker seeking to expand my professional experience and expertise. Extremely detail oriented with all aspects of work and personal life.

ACADEMIC HISTORY

CLEMSON UNIVERSITY

Bachelor of Science in Graphic Communications
+ Minor in Marketing, 2004-2009

CONTACT DETAILS:

Phone: 864-238-3503
Email: jonathan.caleb.russ@gmail.com
Website: www.jonathancalibruss.com
LinkedIn: @jonathan-caleb-russ
510 Hunters Hill Road, Simpsonville, SC 29680

CAREER HISTORY

MARKETING & CREATIVE DIRECTOR

Medals of America, March 2017 – Present

- Develop a marketing calendar and implement strategic marketing campaigns using an omni-channel marketing approach
- Grow, develop, and sustain brand identity across all marketing channels
- Design layouts for all print collateral that will be published sent to targeted consumers
- Oversee and manage the process of print production of the catalog & key marketing tools
- Oversee original product development & design
- Understand and manage KPI's by defining them specifically for company's desired social media content
- Monitor and create all social media content including both paid and organic
- Establish and maintain relationships with industry professionals and social media influencers to aid in brand growth
- Track and monitor customer engagement and SEO to optimize onsite content
- Manage departmental and contract staff to ensure efficiency and effectiveness using transformational leadership methods

PATRIOT ISSUE BRAND MANAGER

Medals of America, January 2015 – March 2017

- Differentiated, developed, and sustained a new brand identity for the Patriot Issue (sub-brand of Medals of America, Inc.)
- Managed all web and social media content for this specific product line
- Developed and designed new products on a regular basis to aid in continuous growth of the new brand

SENIOR GRAPHIC DESIGNER

Medals of America, April 2010 – January 2015

- Page layouts of seasonal catalogs and key marketing collateral
- Identified, designed, and created web graphics
- Managed various areas of web content for new products

ADDITIONAL EXPERIENCE

DIGITAL MARKETING CONTENT MANAGER [CONTRACT]

Charme Silkiner Jewelry , November 2020 – Present

- Manage web content, product listings, and sales on the e-commerce store
- Manage all social media content and new product releases and advertisement
- Photograph all products in a creative way that engages the target market

CREATIVE DIRECTOR [CONTRACT/SEASONAL]

The Scout Guide, Greenville, April 2019 – Present

- Aid in the acquisition of new businesses who are interested in being published in The Scout Guide
- Coordinate and manage all photoshoots for ad creation as well as ad layout and placement
- Assist in magazine release planning and target market distribution planning

SKILLS AND ABILITIES

- Adobe Creative Suite
- Microsoft Office Suite
- Magento, Shopify & Wix E-Commerce Platforms
- Hootsuite, Loomly, Planoly Social Media Planning & Scheduling Tools
- YotPo Marketing Platform
- Google Analytics + AdWords
- Social Media Marketing
- Product Photography
- Remote Contract Staff Management
- Process Development & Execution
- Communication and Presentation Skills