

# Jayci Haase

marketing | writing | brand management

## Contact

Columbus, Ohio  
567.341.0455  
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## Education

The Ohio State University  
Bachelor of Arts  
**Strategic Communication**  
2012 – 2016  
Additional areas of study:  
**Psychology - Organization  
& Performance; Fine Arts**

## Profile

Resourceful and creative digital marketing professional with 5 years' corporate and agency experience within a variety of industries. **Focus areas:** Strategy & campaign planning, digital & print marketing, writing & creative, event marketing, client services, brand management. **Impact:** Adaptive, attentive, and resourceful; Consistently exceeds goals and project expectations. Strives to build meaningful relationships internally and externally.

## Experience

*July 2020 – Present*

### **Director of Marketing & Development • 614 Media Group**

**Work:** Oversees strategy and implementation of multi-channel campaigns for products, services, and events. Manages deadlines, budget, and promotional direction consistent with sales goals. Determines voice and positioning of brand properties. Scope of work: Website management • Social media • Email marketing • Paid social campaigns • Creative design & writing • Events & external partnerships • Media relations and PR.

**Achievements:** 6% increase in average open rate and 3% increase in average click rate for daily email; Record web traffic for multiple annual events; Surpassed pre-pandemic benchmarks for website traffic; Established partnerships with major Columbus brands/events; Launched two new products, exceeding sales goals/target metrics within first month

*July 2019 – April 2020*

### **Marketing Manager • Function5 Creative**

**Work:** Responsible for Digital marketing strategy and execution for a range of clients: Social media and reputation management • Website updates and blog posts • Email marketing • Paid social campaigns • Graphic design, photography, writing.

**Achievements:** Doubled social media engagement across clients; Established blogs for two clients, converting several hundred monthly users from social platform to website; Increased client web traffic with paid campaigns; Increased client social following by 30%.

*July 2018 – July 2019*

### **Social Media Manager • BIBIBOP Asian Grill**

**Work:** Managed digital presence of nationwide fast casual restaurant chain, including social media, email marketing campaigns, and reputation management. Established and upheld digital brand standards. Served as primary brand copy writer, including digital and print

collateral • Social media content creation, monitoring, and reporting • Paid social promotions • Influencer relations • Graphic design

**Achievements:** Implemented updated brand voice. Doubled Instagram followers and Facebook page likes; Exceeded digital reach and foot traffic records for Grand Openings using digital promotions; Increased average engagement rate on Instagram by 2%; Developed relationships with 15+ Ohio social influencers.

*May 2016 – July 2018*

### **Marketing Specialist • Allied Mineral Products**

**Work:** Managed website updates and content creation • Developed company social media • Designed and wrote copy for print collateral • Coordinated Trade Shows • Drafted internal & external communication initiatives

**Achievements:** Co-led complete website re-design—including interface planning, content creation, and SEO—resulting in an increase in traffic; Implemented successful internal product education program for sales team; Established social media presence; Wrote three company news releases picked up by trade publications.

## Skills Overview

Social Media Management  
Website Management  
Email Marketing  
Brand Management  
Copy Writing  
Reputation Management  
SEO  
Media Relations  
Client relations  
Photography & Design

## Skills • Details

- Facebook Business Manager
- Facebook Ads Manager
- Instagram for Business / Creators
- Google Business Manager
- WordPress
- Adobe Creative Suite: Photoshop, Illustrator, Lightroom
- Google Analytics, Ads
- Hootsuite, Sendible
- Yelp for Business Owners
- Asana, Monday project management platforms

## Additional & Volunteer Experience

*May 2010 – Present (Yearly Volunteer Position)*

### **Programming • Napoleon Area Schools Outdoor Education**

**Work:** Assists with fundraising and program planning for annual 5-day camp including events, guest presentations, entertainment, meals, and apparel design. Teaches educational activities and classes for 6th grade campers, focusing on teambuilding and nature. Supervises high school and college counselors. Serves as camp photographer. Additional logistics assistance including equipment prep, transportation, and maintenance.

## Links

<https://jaycihaase.com/>

<https://www.linkedin.com/in/jayci-haase/>