



# JEAN G BYRD

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MARKETING & COMMUNICATIONS STRATEGIST

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## CONTACT

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## ABOUT

Entrepreneurial-minded, strategist, visionary, creative and scientist with extensive experience developing marketing and communications solutions. Adept at uniting cross-functional teams and working with other executives to develop marketing strategies with measurable outcomes. Proficient in brand, digital, email, social media, content, product and print marketing from top-level strategic planning and campaign development to hands-on design and implementation. Skilled at building strong stakeholder relationships.

## EDUCATION

### BS CHEMICAL ENGINEERING

Clarkson University  
Potsdam, NY  
1989-1993

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## SKILLS

### PROFESSIONAL

Analytical · Strategic  
Business Planning · Project  
Management · Sales &  
Marketing Planning ·  
Recruiting and Staffing ·  
Contract Development/  
Negotiations · Budget  
Administration · Product/  
Process Development ·  
E-Business Specialization  
· Revenue & Profit Growth  
· Team Building and  
Leadership

### TECHNICAL

Adobe Creative Suite · Canva ·  
GSuite · AWS · CPanel ·  
WordPress · MySQL · MS  
SQL Server · ClickFunnels ·  
LeadPages · Zoom · Zapier  
· Ecamm · Social Media ·  
MailChimp · CSS3/HTML5

## EXPERIENCE

### MARKETER & STRATEGIST 2016 - Present | Solopreneur

Created digital and print media assets for several concepts. Developed and implemented campaigns to increase awareness and build a customer base.

- Brand identities/logo creation; WordPress websites; lead magnets, landing pages; social media ads, banners, and campaigns; reports, ebooks, brochures, business cards; email templates
- Video production and editing
- Increased three Facebook page's likes to 10,000 in 72 hours for \$0.01 cpc

### PRESIDENT 2009 - 2016 | Intevistic, LLC

Owned and operated a consulting practice that focused on building holistic marketing solutions for clients including brand strategies, marketing campaigns, website design and development, email marketing, print materials, fundraising efforts, and database management.

- Increased client visibility, member base, and donations
- Increased client event and product sales through integrated systems and strategic marketing campaigns

### SENIOR CONSULTANT 2007 - 2009 | Resolvit

Collaborated with clients as a management consultant to design and implement effective technology solutions.

- Specialized in web-based sales and marketing strategies, facilitated development of user requirements, prepared recommendations, and implemented solutions that improved customer satisfaction, saved time, and reduced costs

### DIRECTOR, CAMPAIGN MANAGEMENT 2006 - 2007 | Exemplar

Directed delivery of targeted email marketing and web campaigns for clients at Fortune 500 companies. Developed effective strategies in coordination with client and design and delivery teams to increase revenue.

### DIRECTOR, WEBSITE DEVELOPMENT & INTERNET OPERATIONS 2003 - 2005 / Dworkbell, Inc.

Re-engineered and upgraded web presence and created a unified brand strategy resulting in improved awareness, increased revenue, and growth in event attendance.