

# JAMIEBERND

## Director of Marketing & Communications

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## RELEVANT WORK EXPERIENCE

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### **THE SENIOR SOURCE**

**DALLAS, TX**

#### **Director of Marketing & Communications**

**Sept 2022 - Present**

- Plan and implement the marketing, advertising, and public relations strategy for the agency.
- Lead a team of three staff, consult with external media partners, and collaborate with the Board of Directors to support fundraising and brand positioning goals.
- Responsible for an annual budget of \$250,000 as well as a 3-month \$150k multi-channel advertising campaign in first year.

### **JEWISH FAMILY SERVICE OF GREATER DALLAS**

**DALLAS, TX**

#### **Director of Marketing**

**Aug 2020 - Sept 2022**

- Implemented communication strategy and creative initiatives that resulted in a 73% increase in unique visitors and 1,700 new social media followers in 2 years.
- Led a team of two to strengthen connections to the mission that resulted in new donors, partnerships, and brand awareness for mental health and social services.
- Responsible for large-scale projects including 286-piece donor recognition wall, fundraising event marketing, truck wraps, foundation mailers, and more.

#### **Marketing Manager**

**Aug 2018 - Aug 2020**

- Responsible for all content creation for social media, email, website, direct mail, and more.
- Led three integrated marketing campaigns from concept, implementation, and tracking.
- Assisted with Audio/Visual needs and logistics for all special events.
- Responsible for The Resale Shop brand promotion, which brought in \$120,000 per year.

#### **Community Engagement Manager**

**Feb 2016 - Aug 2018**

- 60% of time spent was assisting marketing team with email newsletters and design.
- Supervised one direct report and was the staff contact for 1,200 volunteers.
- Recruited, screened, interviewed, trained and retained volunteers.
- Oversaw 8 volunteer programs including Food Pantry, Meals on Wheels, and Internships.

### **BERND DESIGNS, OWNER**

**REMOTE**

#### **Freelance Designer and Communication Specialist**

**2011-2022**

- Developed and maintained relationships with 20+ nonprofits and small business leaders in several states to provide graphic design support on an ongoing basis.
- Designed collateral and managed print needs for 40+ fundraising events.

### **TEXAS SCOTTISH RITE HOSPITAL FOR CHILDREN**

**DALLAS, TX**

#### **Graphic Designer**

**2011-2012**

- Designed and published invitations and presentations for the Junior Volunteer Program.
- Produced 'Lend our Hand' Campaign pieces which helped raise \$20,000 for patients.

## EDUCATION

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#### **University of Texas at Arlington**

**Aug. 2011 - May 2015**

- *B.A. Organizational Communication*
- *Minor, Business Administration*
- *Marketing Certificate, CNM Connect, Fall 2017*