

JAMIEBERND

Marketing & Communications Strategist

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RELEVANT WORK EXPERIENCE

MOTHERS AGAINST DRUNK DRIVING (MADD)

REMOTE

Marketing & Communications Strategist

June 2024 - Present

- Responsible for project management, strategy and tactics for national brand-building activities and serve as a marketing consultant for program and fundraising goals.
- Collaborate with leadership, field offices, and external partners to draft and distribute press releases and position statements for national and local audiences.
- Enhance processes, streamline communications, and build consistent messaging.

THE SENIOR SOURCE

DALLAS, TX

Director of Marketing & Communications

Sept 2022 - June 2024

- Plan and implement a robust marketing, advertising, and public relations strategy.
- Lead a team of three staff, consult with external media buying partners, and collaborate with the Board of Directors and Development team to support fundraising goals.
- Responsible for an annual marketing budget of \$250,000 as well as a 3-month \$150k multi-channel advertising campaign in first year, contributing to a 12MM agency budget.

JFS DALLAS

DALLAS, TX

Director of Marketing

Aug 2020 - Sept 2022

- Implemented communication strategy and creative initiatives that resulted in a 73% increase in unique website visitors and 1,700 new social media followers in 2 years.
- Led a team of two to achieve goals that resulted in new donors, partnerships, and brand awareness for mental health and social services.
- Responsible for project managing large-scale projects, direct response, and fundraising communications that contributed to the growth to \$14MM agency budget.

Marketing Manager

Aug 2018 - Aug 2020

- Responsible for all content creation for social media, email, website, direct mail, and more.
- Led integrated marketing campaigns from concept, implementation, and tracking.
- Assisted with Audio/Visual needs and logistics for all special events.

Community Engagement Manager

Feb 2016 - Aug 2018

- Supported marketing with social media, email newsletters and graphic design.
- Supervised one direct report and was the staff contact for 1,200 volunteers.
- Oversaw 8 volunteer programs including Food Pantry, Meals on Wheels, and Internships.

FREELANCE & CONSULTANT

REMOTE

Graphic Design 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.

EDUCATION

University of Texas at Arlington

Aug. 2011 - May 2015

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