

# JAYA PHILLIPS

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## MARKETING MANAGER QUALIFICATIONS

- **AI-focused Marketing & Creative Director** with 10+ years leading digital strategy, web development, and brand growth across B2C and B2B environments in real estate, e-commerce, wellness, and small business. Known for combining creative leadership with AI agent development, RevOps, and automation systems to deliver scalable, high-impact solutions.
- **Proven record of driving growth:** produced video and design assets boosting engagement by 26% and sales by 15%, and increased email open rates by 57.7% and click rates by 290% through A/B-tested automation
- **AI systems builder** designing AI agents and custom GPTs with structured knowledge bases; automating research, communications, workflows, and platform integrations increasing efficiency and growth across teams
- **Marketing automation & funnel strategist** who builds AI-integrated lifecycle systems that automate lead capture, behavior-based nurturing, user pathing, and cohort reporting to drive scalable, data-driven growth
- **Creative leader & hands-on storyteller** who blends strategy with execution by designing websites as well as producing video and graphics that strengthen identity, drive engagement, and support full-funnel growth
- **Cross-functional leader** managing agencies, contractors, and internal teams; known for improving collaboration, workflow, and client satisfaction

## SKILLS

### HARD SKILLS

- **Lifecycle & CRM:** Lifecycle Marketing, Customer Journeys, Segmentation, Retention Strategy, CRM Architecture & Workflow Design
- **Automation & Optimization:** Marketing Automation, Funnel Optimization, Conversion Rate Optimization (CRO), Data Analytics & Reporting
- **AI, Tech & Systems:** AI Agent Design, Chatbot Development, Go-to-Market Strategy, Performance Marketing, Web Development, UX/UI Optimization, SEO, A/B Testing
- **Content, Creative & Brand:** Copywriting, Branding, Video Editing, Graphic Design

### TECH STACK

- **AI:** Lindy.ai, ChatGPT, Gemini & other LLMs
- **Automation & Communication:** ActiveCampaign & similar CRMs, Zapier, Intercom, ManyChat
- **Analytics & Reporting:** Google Analytics, Databox
- **Web & CMS:** WordPress, WooCommerce, Elementor
- **Creative Tools:** Adobe Creative Suite, Final Cut Pro, Canva
- **Productivity & Ops:** Notion, SmartSuite, Metricool

## CERTIFICATIONS

**CERTIFIED AI AGENT BUILDER | LINDY.AI** – Placed 3<sup>rd</sup> out of 46 contestants in worldwide competition

## PROFESSIONAL EXPERIENCE

### MARKETING & CREATIVE DIRECTOR THE LUCKY GROUP / COODY & CO. FINANCING

9/2024 – PRESENT  
HYBRID/AUSTIN, TX

*The Lucky Group (TLG) is a real estate investment and owner-financing company that connects investors with strong returns while helping homebuyers who can't qualify for traditional mortgages.*

- Earned expanded leadership role within two months, receiving a pay increase and overseeing marketing and creative direction for both Coody & Co. and The Lucky Group
- Developed two custom AI support agents using Lindy.ai, including programming workflows, knowledge bases, escalation logic, and API integrations, to deliver real-time customer assistance and prequalify leads.
- Sourced a Google PPC agency and now manage strategy, keyword optimization, budget planning, and A/B testing; expanded from one to ten markets and scaled ad spend from \$2K–\$18K
- Designed and developed a 16-page WordPress site with custom layouts and branded graphics; built a full B2C lead-generation funnel with quiz, lead magnet, and integrations via ActiveCampaign, Zapier, and SmartSuite
- Built an integrated CRM and VOIP system within ActiveCampaign, with AI receptionists automating FAQs, call routing, and text replies, eliminating call center costs, improving lead tracking and quality control, and trained 10 sales and customer service users on the entire system
- Designed and maintained custom company-wide GPT models tailored to the distinct tone and operations of three company brands, supported by a version-controlled knowledge base for content creation and strategy
- Increased email open rates by 57.7% and click rates by 290% through A/B-tested automation campaigns across three verticals in ActiveCampaign
- Filmed, produced, and edited 3 long-form client success stories featuring music and captions; repurposed into short-form clips for Instagram and LinkedIn using Final Cut Pro, CapCut, Canva, and OpusClip
- Built KPI dashboards in Databox to track Conversion Rates, Return on Investment (ROI) by channel, Return on Ad Spend (ROAS), and Cost Per Lead (CPL), giving leadership real-time visibility
- Built a full marketing tech stack from the ground up, including CRM, automation, VOIP phone systems, project management, social media management, and BI dashboards and analytics

### DIGITAL MARKETING MANAGER, DESIGNER, & CONTENT CREATOR CREATIVE BIZ WIZ DIGITAL MARKETING & DESIGN AGENCY

7/2011 – 8/2024  
HYBRID/AUSTIN, TX

*CBW was a digital design and marketing agency that built optimized websites, created brand graphics, consulted, and executed on digital marketing strategies. Specialized in small businesses, creative, and wellness industries.*

- Delivered end-to-end B2B/B2C marketing and website solutions for 40+ clients, building ActiveCampaign funnels, editing video (FinalCutPro & Adobe Premiere Pro), managing social media via Later/Hootsuite/Buffer, and developing optimized & secure WordPress sites with SEO, and schema
- Led backend execution for multiple virtual and in-person sovereignty, homesteading, and health summits, building high-converting funnels (sales pages, registration flows, automated email sequences, and post-event nurture) while coordinating partner list-swaps and speaker collaborations that leveraged a 150,000-subscriber audience for maximum reach and registrations
- Built a WooCommerce/Printful e-commerce site generating passive revenue for a health advocacy nonprofit; redesigned the WordPress site, migrated hosting, and improved UX for greater reliability
- Boosted course enrollments 23%, and appointments 31% for an entrepreneur client by revamping an outdated website and marketing funnels using LearnDash LMS, MailChimp, optimized video player, and booking software
- Tripled followers and boosted engagement by 57% in three months by launching a social media strategy across Instagram, Facebook, TikTok, and YouTube Shorts for a startup T-shirt brand

- Built and managed a WordPress-based social media site (BuddyBoss/BuddyPress) featuring user profiles, messaging, groups, forums, and notifications; grew the community from 0 to 700+ members in 3 months through social media promotion and event outreach

## **CONTRACT WEB DESIGNER & PROJECT MANAGER**

**1/2017 – 9/2017**

**NGNG ENTERPRISES**

**REMOTE**

*NGNG Enterprises is a digital marketing and branding agency that helps authors, speakers, and entrepreneurs build online platforms through web design, content strategy, and book launch services.*

- Designed and built WordPress websites for ~12 entrepreneurs, handling both new builds and redesigns with custom visuals created in Adobe Photoshop, Illustrator, and Canva
- Reduced turnaround times by 11% and boosted employee and client satisfaction via improved Asana use and team communication across a 16-person global team
- Set up and managed high-converting webinars for clients, handling backstage operations and chat engagement to ensure a smooth attendee experience and strong lead conversion

## **DIGITAL MARKETING & SOCIAL MEDIA MANAGER**

**5/2015 – 1/2017**

**RAPID RELEASE THERAPY**

**HYBRID/NEVADA CITY, CA**

*Rapid Release Therapy is a privately held health technology company that designs and manufactures high-frequency vibration therapy devices for chiropractors, physical therapists, and consumers.*

- Hired and supervised a social media, email, and content coordinator, and hired, trained, and managed contract staff for customer service and phone outreach projects
- Overhauled affiliate program, boosting sales 27% and affiliate retention 35% through improved WP Affiliate setup, redesigned partner portal, deeper affiliate education, and stronger provider relationships
- Grew social presence 32% and engagement 44% across Facebook, YouTube, Twitter, and Instagram B2B practitioner audiences and B2C consumers using editorial calendars, campaigns, contests, ads, and influencer partnerships
- Improved email click-through rates by 26% by interviewing health practitioners to create engaging blog and newsletter content, and implementing automated funnels in ActiveCampaign
- Produced photo and video shoot, managing venue, crew, wardrobe, and models; drove engagement +36% and sales +15% through editing, ad copywriting, and graphic design
- Increased conversion rates by 18% via targeted, visually compelling print and digital ads for three verticals, tailoring copy and graphics for social media and industry publications (Photoshop)
- Proofread and edited all website and YouTube content with rapid turnaround to reposition the brand during FDA approvals
- Boosted brand awareness by 18% by demonstrating a healing device and capturing testimonial and demo videos at multiple industry conferences