

Jaya Phillips

Austin, TX • iamjayaphillips@gmail.com • linkedin.com/in/jayaphillips • jayaphillips.com

Marketing Manager

- AI-focused Marketing & Creative Director with 10+ years leading digital and integrated marketing communications 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
- Creative leader & hands-on storyteller who blends strategy with execution across websites, social media, video, and visual design to strengthen brand identity, drive engagement, and support full-funnel growth
- Proven record of driving growth: led integrated campaigns & 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 lifecycle automation programs
- Cross-functional leader managing agencies, contractors, and internal teams; known for improving collaboration, workflow, and client satisfaction

WORK EXPERIENCE

MARKETING & CREATIVE DIRECTOR

Hybrid ~ Austin, TX

The Lucky Group / Coody & Co. Financing

09/2024 - 12/2025

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

- Earned expanded leadership role within two months, receiving a pay increase and overseeing integrated marketing, brand management, and creative direction across Coody & Co. and The Lucky Group
- Designed and deployed an AI-powered receptionist and integrated CRM system within two months, configuring workflows and prompt logic, training 10 cross-functional team members, and automating lead intake to reduce operational friction and improve pipeline visibility
- Increased email open rates by 57.7% and click-through rates by 290% within four months by implementing segmented, behavior-based email strategy across prospect, customer, and partner audiences
- Built and led an early-stage testimonial case-study campaign, producing long-form interview videos repurposed into multi-channel social and email assets to strengthen brand positioning, establish trust, accelerate audience growth, and drive conversion
- Designed and developed CRM-integrated brand websites, including a 16-page B2C quiz funnel that segmented users by behavior and triggered automated lifecycle nurture journeys to qualify leads and accelerate conversion; also guided creative direction for fintech SaaS marketing sites
- Developed two custom AI-powered website agents using Lindy.ai to automate customer inquiries, reduce sales team workload, and route escalations to team members via Slack for human takeover
- Sourced and managed a paid media agency partner to oversee Google PPC strategy, budget allocation, keyword direction, and performance optimization, scaling from one to ten markets and increasing ad spend from \$2K to \$18K in 7 months

- Designed and deployed custom company-wide GPT models to accelerate content production, research, and brand-aligned messaging, improving marketing efficiency and cross-team execution across multiple business units
- Developed Business Intelligence (BI) dashboards to centralize campaign measurement performance data, providing leadership with real-time visibility into conversion rates and channel-level ROI
- Designed the company-wide tech stack from the ground up, including CRM, marketing automation, phone system, project management, customer support, social media, and analytics dashboards

DIGITAL MARKETING, SOCIAL MEDIA & CONTENT STRATEGIST HYBRID/AUSTIN, TX

Creative Biz Wiz

07/2011 - 08/2024

CBW was a digital growth studio designing conversion-focused websites and full-funnel marketing systems for entrepreneurs, e-commerce brands, nonprofits, and mission-driven organizations.

- Delivered end-to-end B2B/B2C marketing and website solutions for 40+ clients, building full marketing funnels, producing video and branded graphic assets, managing social media, and developing SEO optimized & secure WordPress sites
- Tripled followers and boosted engagement 57% in three months with a trend-driven social media strategy across Instagram, Facebook, TikTok, and YouTube for a Direct-to-Consumer (DTC) retail apparel brand
- Executed multiple homesteading and health summits, building full sales funnels while coordinating partner list-swaps and speaker collaborations that leveraged a 150,000-audience for maximum reach and premium offer sales
- Built a social networking site featuring user profiles, messaging, groups, and notifications; grew it to 700+ members in 3 months through online promotion and in-person event outreach
- Boosted course enrollments 23% and appointments 31% by redesigning and CRO-optimizing a full-funnel customer journey, implementing a learning management system (LMS), marketing CRM automation, optimized video delivery, and post-purchase upsell and geographically targeted workshop promotion workflows
- Emergency-fixed a broken WordPress site in 2 days for a health advocacy nonprofit, then redesigned it with secure hosting and better UX. Also built a WooCommerce print-on-demand e-commerce store generating passive revenue.

DIGITAL MARKETING & SOCIAL MEDIA MANAGER HYBRID/NEVADA CITY, CA

RAPID RELEASE THERAPY

05/2015 - 01/2017

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.

- Produced and led creative direction for a multi-channel photo and video campaign, aligning messaging with funnel objectives to drive 36% higher engagement across digital channels
- Scaled B2B and B2C audience growth, increasing followers 32% and engagement 44% across Facebook, YouTube, Twitter, and Instagram through platform-specific content strategy, influencer partnerships, promotional contests, and performance-tested campaign messaging
- Overhauled and rebuilt the affiliate marketing program by restructuring incentives, segmenting partners, and optimizing platform workflows, while producing featured partner content and filmed interviews for social promotion—driving 27% revenue growth and 35% higher retention
- Managed rapid emergency content review and messaging adjustments across digital channels to mitigate risk and reposition the brand during FDA approvals

- Drove an 18% lift in conversion rates through conversion-optimized digital campaigns, audience segmentation, and structured messaging experimentation across social media, industry publications, and B2B and consumer-facing channels
- Improved email click-through rates by 26% in 5 months by interviewing health practitioners to develop high-engagement blog and newsletter content, implementing behavior-triggered lifecycle automation and CRO-tested nurture sequences
- Represented the brand at industry conferences, capturing testimonial interviews, product-in-use video, and educational content for repurposing across social media, website, and blog channels
- Built and managed a mixed team, hiring and supervising a social media, email, and content coordinator, and contract staff for customer service and phone outreach

SKILLS

HARD SKILLS: A/B Testing, AI Agent Development, Audience Growth Optimization, Branding, Chatbot Development, Community Management, Content Calendar Management, Content Strategy, Conversion Rate Optimization (CRO), Copywriting, CRM Architecture & Workflow Design, Customer Journeys, Customer Retention & Lifecycle Strategy, Data Analytics & Reporting, Funnel Optimization, Go-to-Market Strategy, Graphic Design, Integrated Marketing Communications (IMC), Lifecycle Marketing, Marketing Automation, Retention Strategy, Segmentation, SEO, AEO, & GEO, Short-Form Video Production, Social Media Strategy, Video Editing, Web Development

TECH SKILLS: ActiveCampaign & similar CRMs, Adobe Creative Suite, Canva, CapCut, ChatGPT & other LMMs, Databox & similar BI software, Elementor, Final Cut Pro, Google Analytics, Lindy.ai, ManyChat, Metricool, OpusClip, WooCommerce, WordPress, Zapier

CERTIFICATIONS

Certified AI Agent Builder 10/2025 - 10/2025
Lindy.ai

VOLUNTEERING & LEADERSHIP

Boy Scouts of America 10/2024 - Present
Committee Member & Webmaster
Webmaster & Designer of the troop website, committee member participating at meetings, parent chaperone at several events, campouts, etc.

MAHA Action 05/2025 - 11/2025
Musical Performance & Booth Volunteer Austin, TX
Volunteered for multiple MAHA Action events at rallies and conferences. Performed a sound bath for the MAHA Mom's Mother's Day event in 2025.

Kennedy 2024 Campaign 06/2023 - 11/2024
Event Coordinator, Content Creator, Web Developer
Developed a website curating Kennedy content from around the web. Coordinated 4 local Kennedy24 events. Regularly created and shared Kennedy-related social media content and advised the campaign on marketing strategies.

Living Oaks Waldorf School

09/2023 - 05/2024

Class Parent, Performer

Performed music for school events. Served as the middle school class parent, organizing overnight class field trip events, and serving as the teacher and parent liaison.