

Jaya Phillips

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MARKETING MANAGER

- **Digital Marketing & Content Leader** with over 10 years of experience driving content creation, social growth, and brand strategy across nonprofit, wellness, fintech, private lending, real estate investment, and founder-led organizations
- **Creative leader & hands-on storyteller** blending strategy with execution by producing video, short-form social content, and digital design assets that strengthen brand identity, drive engagement, and support audience growth
- **Proven growth driver** leading integrated campaigns and creative initiatives that have increased engagement by 26%, email open rates by 57.7%, and click-through rates by 290% through data-informed strategy, testing, and automation
- **AI-enabled marketing systems builder** designing custom AI agents, automation workflows, and integrated business systems that connect marketing, sales, and customer operations to improve efficiency and audience growth
- **Cross-functional leader** managing team members and contractors while partnering with internal teams and external agencies to improve collaboration and execution

SKILLS

CORE SKILLS:

Marketing: Marketing Strategy • Brand Strategy • Integrated Marketing Communications (IMC) • Marketing Operations • Campaign Strategy

Content & Social: Content Strategy • Copywriting • Social Media Strategy • Community Management • Facebook • Instagram • LinkedIn • X (Twitter) • YouTube • TikTok

Growth & Analytics: Audience Growth • Customer Journeys • Lifecycle Marketing • Audience Segmentation • Funnel Optimization • Conversion Rate Optimization (CRO) • A/B Testing • Data Analytics & Reporting

Creative: Graphic Design • Short-Form Video Production • Video Editing • Web Design & Development • Website UX/UI Optimization

Technology & AI: Marketing Automation • CRM Architecture & Workflow Design • SEO • AEO • GEO • AI Agent Development • Chatbot Development

TECH SKILLS:

Creative: Adobe Creative Suite • Canva • Final Cut Pro • CapCut • OpusClip

Marketing: Google Analytics (GA4) • Metricool • ActiveCampaign • Intercom • ManyChat

Web: WordPress • Elementor • WooCommerce • Squarespace • Shopify • Wix

AI & Automation: ChatGPT • Gemini • Claude • Lindy.ai • Zapier • Make

Productivity & Business Intelligence: SmartSuite • Asana • Databox

CERTIFICATION: Certified AI Agent Builder | 10/2025 | Lindy.ai

WORK EXPERIENCE

MARKETING & CREATIVE DIRECTOR | 09/2024 - 12/2025 | The Lucky Group / Coody & Co. Financing | Hybrid | Austin, TX – Private lending and real estate investment firms providing owner financing solutions for residential mortgage clients and real estate investors

- Earned expanded leadership role within two months, 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 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 a 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
- 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 seven months
- Designed the company-wide marketing technology stack and BI dashboards, integrating CRM, automation, customer support, project management, social media, and analytics to give leadership real-time visibility into conversion rates and channel-level ROI

MARKETING, CREATIVE & COMMUNICATIONS CONSULTANT (FREELANCE) | 07/2011 - Present | Hybrid | Austin, TX – Formerly operating as Creative Biz Wiz

- Delivered end-to-end B2B/B2C marketing and website solutions for 40+ clients, building marketing funnels, producing video and branded graphics, managing social media, and developing secure, SEO-optimized 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 DTC retail brand
- Executed multiple homesteading and health summits, building full sales funnels and coordinating partner cross-promotions and speaker collaborations that leveraged a combined audience of 150,000 to drive premium offer sales
- Built a social networking site featuring user profiles, messaging, groups, and notifications; grew it to 700+ members in three months through online promotion and in-person event outreach
- Boosted course enrollments 23% and appointments 31% by optimizing the customer journey for conversion and implementing a learning management system (LMS), CRM automation, optimized video delivery, post-purchase upsells, and geographically targeted workshop promotions
- Emergency-fixed a broken WordPress site in two days for a health advocacy nonprofit, then redesigned it with secure hosting and improved UX; also built a WooCommerce print-on-demand store generating passive revenue

CONTRACT WEB DESIGNER & PROJECT MANAGER | 01/2017 - 09/2017 | NGNG Enterprises | Remote – Digital marketing and branding agency serving authors, speakers, and entrepreneurs

- Designed ~12 WordPress websites for entrepreneurs, strengthening brand identity through custom visuals in Photoshop, Illustrator, and Canva
- Reduced turnaround times and boosted client satisfaction by standardizing project management workflows and increasing Asana adoption across a 16-person team
- Managed high-converting client webinars, overseeing backstage operations and chat engagement to ensure smooth execution and support lead conversion

DIGITAL MARKETING & SOCIAL MEDIA MANAGER | 05/2015 - 01/2017 | Rapid Release Therapy | Hybrid | Nevada City, CA – Wellness company providing pain relief devices and practitioner training

- 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 messaging

- Overhauled the affiliate marketing program by restructuring incentives, segmenting partners, and optimizing workflows while producing partner content and filmed interviews for social promotion, driving 27% revenue growth and 35% higher retention
- Drove an 18% lift in conversion rates through conversion-focused digital campaigns, audience segmentation, and structured messaging experimentation across social media, industry publications, and B2B and consumer channels
- Improved email click-through rates by 26% in five months by interviewing health practitioners to develop blog and newsletter content and implementing behavior-triggered lifecycle automation and CRO-tested nurture sequences
- 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

VOLUNTEERING & LEADERSHIP

COMMITTEE MEMBER & WEBMASTER | 10/2024 – Present | Scouting America Manage and design the troop website while serving on the troop committee and supporting events, campouts, and other activities

CLASS PARENT & PERFORMER | 09/2023 - 05/2024 | Living Oaks Waldorf School Served as class parent and teacher-parent liaison, coordinated overnight class trips, and performed music at school events