

JAMES JENKINS

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CHIEF MARKETING OFFICER

Business-focused Marketing Leader with 12+ years of experience and over 10+ million dollars in revenue generated- Marketing Strategies that results in record-level sales, business growth, and revenue in highly competitive markets. Proven track record of optimizing and improving marketing process and performance through revenue generation and increasing digital media traffic. Background in both Digital and Traditional Marketing, Account Based Marketing Campaigns and Programs, Content Development, Brand Marketing, SEO, PPC, Marketing Automation and Analytics. Successful in navigating through business challenges and limited budgets and tight market competition. Strong understanding and background in Sales and Business Operations.

Experience + Knowledge: Full Stack Digital Marketing | Project Management | Traditional Marketing | Search Engine Optimization (SEO) | Search Engine Marketing (SEM) | Market Research | Web Design and Optimization | E-Commerce | Account Based Marketing Campaigns | Video Development | Leadership | Client Relations | Email Marketing | Social Media Marketing and Management | Technical, Web and Software Knowledge | Training | Business Development | Marketing Automation

CERTIFICATIONS

Google Ads Search Certification- License 38605704	Hubspot Inbound Sales - License 26e038db171e463b988006da0bf5b5ca
Google Analytics Certified- License 38603014	Hubspot Growth Driven Design - License d32c5a20c701469da0503e03d665f513
Google AdWords Video Certification - License 38604915	Hubspot Sales Enablement - License 3184b8f28e4648fd99c25f47ca4984a4
Google AdWords Display Certification - License 38606724	Hubspot Growth Driven Design Agency - 00399b650a60400bb56e919386557460
Google Shopping Certification- License 38604483	Hubspot Inbound Marketing - License 2b0b65deee804052a446ad053fe633ab
Google Measurement Certification – License 38601831	Hubspot Social Media - License 5a425024ffaa40ceb8d871cca7f7ec7d
Google Campaign Manager Certification – License 38739217	Hubspot Email Marketing- License dcf5510fd079405c86286f465a3f5e31
Google Search 360 Certification – License 38739247	Search Marketing Specialist- License CREDLY-15083172
Google My Business – License 45935368	Optimization & Testing Specialist - License CREDLY-15199704
Google Digital Garage – License 2PNHBEXYU	Email Marketing Specialist License CREDLY- 15295506
Google Data Studio Intro – License pNjb07JzSxWUDcCP3K_a7g	BrightEdge Professional License CREDLY- 42291711
Google Tag Manager Fundamentals – License Q5PJJA2RaGaeRgnxdPY4w	Asana Pro Certified - License uppmhdhkd9xvg
Google Programmatic and Ad Exchange Assessment - License 46020276	ITIL Certified - License 6002200.20662804
Google Optimize bids and creatives- License 45935422	SEMrush Backlink Management License – c50da8466a2d6cb
Google Display & Video 360 Certification- License 45935422	SEMrush Keyword Research Exam License – 9ba1af6f47676b6
Google Creative Certification – License 38739220	SEMrush Technical SEO License - a1621973f3a37ad
Advanced Google Analytics– License PcGjSkLGQDGWts9TwxPeA	SEMrush Content Marketing Toolkit License – 0fe69277c561054
Microsoft Advertising Certified Professional- 60aae54b	SEMrush Advertising Toolkit License – 86b3d3d3bed07414
Customer Value Optimization Specialist - License CREDLY-15044074	SEMrush Competitive Analysis License – 235d34ce653f9f8
Customer Acquisition Specialist- License CREDLY-15160606	SEMrush On-Page and Technical SEO License - 1cdccc5860704ce
Ecommerce Marketing Specialist - License CREDLY-1509594	SEMrush Social Media Toolkit License - 64f4196d5ad9f953
Hubspot Content Marketing - License a9fc1b23e9764f14b1a2cbf45bf9fd44	

PROFESSIONAL EXPERIENCE

Enterprise Integration – Jacksonville, FL
Chief Marketing Officer

March 2017 – Present

www.entint.com - One of North America's top managed onshore IT managed service providers. Specialties: C-Level Assessment & Transformational Roadmap, Security Services, IT Operations Transformational Managed Outsourcing, Monitoring & Management Tools, Cloud +IaaS, Service Desk, Lifecycle Management, Digital Robotics, Automation, and Innovation.

Reporting directly to CEO of company, manages marketing budget and oversees a creative and technical team (Art Director, Lead Content Development Manager and Full-stack Web Developer). Brought on board during a time of resource challenge and loss of full departmental operating budget. Expanded team with off-site contract staff (animation video editor, graphic designer, web developer, content writer, among other numerous Voice over actors) – remotely managing 10 freelance talent and developed new internal processes for project contracts.

- Complete Website Redesign
- **Increased Online Leads by 400% within the first year** by creating service sales funnels, increasing online lead acquisition from '0 in 20 years to 40 in the first 11 months, totaling 400k in new revenue'.

- **Produced 3 million dollars in new business within the first 3 years.**
- Increased Organic Traffic by 69% and Primary KPI's conversion rate by 75%
- **Managed 15 freelance** talent and developed new internal processes for project contracts.
- **Developed new Account Based Marketing Strategy**, 60-day Marketing Plan, Scoring Models, and Outreach Program.
- **Completed Key Projects:** Implemented Conversion tracking and Heat mapping on main site; developed individual services marketing funnels; developed Service "encyclopedias" for documentation of services; developed Branding and Style Guide (included colors, logos, email templates, swag, reports, and User interfaces for dashboards); and oversight and guidance of development of videos, graphics and articles.

ACS Creative – Charleston, SC
 Market Director / Client Account Strategy / Operations

April 2016 – March 2017

www.acscreative.com - Full-service Creative Design and Strategic Marketing firm that develops cutting-edge integrated solutions for business in today's online and offline marketplaces. Four offices across the greater Washington, D.C. Area and two in South Carolina, ACS Creative is positioned to serve small and large businesses in Web Design, SEO, Local SEO, SEM, Social Media Marketing, E-mail Marketing, and Graphic Design.

- **Brought onboard to represent ACS in their new Charleston, SC area** and to expand new territory, serving all of eastern South Carolina, from Columbia to Hilton Head. Worked one-on-one with clients to develop marketing and brand strategy, sales campaigns and expand market reach to gain customers and increase revenue. Project managed marketing strategy for the new location, including channel content development, marketing strategy and SEO.
- **Focus Areas:** Big Picture Marketing: Utilizing online strategies in a multilevel approach to take business to new levels, Social Media Strategy: Strategic Development, Community Management, Social Engagement, and Compiling Analytics; Search Engine Optimization: Link Acquisition, Keyword Discovery, On-site Optimization
- **Additional Roles:** Devised strategies to drive online traffic to websites; tracked conversion rates and made ongoing site improvements (SEO); developed Digital Marketing Campaigns; oversight and direction of Social Media Strategy (SMS); managed online brand and product campaigns to raise brand awareness; and managed website redesigns to improve usability, customer experience, design, content and conversion.

Atlantic Bedding and Furniture – HQ / Charleston, SC Area
 VP of eCommerce and Online Operations / Director of Marketing

Oct 2012 –Jan 2016

www.atlanticbeddingandfurniture.com - Started in the fall of 2006 in 500 square feet in Charleston, SC and now in over twenty locations in nine states, from New York to Alabama. Known for comfortable and affordable furniture with efficient delivery from multiple distribution facilities, selling over 15,000 well-known product lines.

Joined the company in 2008 as a Sales Representative and then Store Owner in 2010, promoted to Director of Marketing and then to VP, e-Commerce and Online Operations. Led Digital Business development of a highly successful multi-location retail operation into a highly profitable 'location and web-based eCommerce business,' with warehousing and distribution centers across the east coast of the US.

- **Directed Digital & Marketing Strategy, Project Management, and Leadership of Online Operations**
- **Increased wholesale revenue by \$5,000,000 correlated directly to digital marketing efforts**
- **Ranked 25 store locations to the top 3 spots on Google** consistently for the past three years
- **Designed and launched company web site** for the marketing and sales of all furniture product categories
- **Provided leadership and strategic direction** for the development of digital strategies across eCommerce and multiple online channels to target business and consumer market segments.
- **Direction of content for website and blog articles**, and managed SEO content for search engine and lead generation, updated websites, and creating and optimizing landing pages through A/B testing.
- **Directed new product marketing campaigns**, CTA's and service offerings.
- **Lead a team of 12 included-(graphic designers, content development manager and full-stack web developer, photographer)**.
- **Managed across all platforms and Social Media Channels - Twitter, Instagram, Facebook, Google+ and Pinterest – across multiple store locations.**

Atlantic Bedding and Furniture – Asheville, NC / Orlando, FL
 Store Owner (2010 – 2012)
 Sales Representative (2008 – 2010)

Feb 2008 –Sep 2012

Owner of two successful store locations, with overall responsibility of all sales, business and financial management and sold over \$2M in wholesale from 2010 to 2012 across my two locations.

- **Managed store finance and accounting**, including: utilities, payroll, vendor payments, personal finances, and stock.

- **Developed and delivered training** for: sales team, store managers, delivery, and custom installation.
- **Managed all offline-marketing campaigns**, including: flyers, signs, referral program, B2B, billboards, and radio.
- **Personally created and developed an online presence for two store locations**, along with developing the personal, professional skills needed to create a highly effective online media online strategy through SEO, Social Media, and PPC Campaigns.

EDUCATION

Bachelor of Science – Charleston Southern University, Charleston, SC (2010)

Technology Experience

Adobe Marketing Cloud | AdStage | Adalysis | Optmyzr | SEM Rush | Python | AWS Cloud | HTML | PHP | The Trade Desk | Terminus | Lead Forensics | Drift Chat Bots | Live Chat | Asana | Wrike | Active Co Lab | Unbounce | Adobe Creative Cloud- Photoshop, Illustrator, InDesign | Brightedge | Hubspot | Marketo | Clickguard | Bannerstack | SpyFu | Ispionage | Buzzsumo | Clickmeter | Grammarly | Crayon | Active Campaign | Call Rail | Key Metrcis | Slick Plan | Hot Jar | Crazy Egg | Optin Monster | Optin Monk | Kleyvaio | Datorama | Demandbase ABM | Emarsys | Meet Edgar | Discover.org Data | Zoom Info | Salesforce | Wordsmith.ai | Facebook Marketing Platform | LinkedIn Marketing Platform | Microsoft Office 365 – Power Bi, Teams, Word, Excel, PowerPoint | Wordpress | Magento | Shopify | Twitter Marketing Platform | Google Data Studio | Google API | Google Search Console | Screaming Frog | Moz Pro | Slack | Shutterstock | Google Ads | Bing Ads | Google Tag Manager | Google Analytics | Google Search Console | Google Merchant Center |