

Donna Jolly

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Qualifications for Management

Dynamic, top-performing B-to-B and consumer marketer with more than ten years experience in developing and managing integrated marketing and communication programs. Areas of expertise include:

Social Media

Multi-Audience Marketing

Internet and SEO

Branding

B-to-B and Consumer PR

Creative Problem Solving

Strategic Planning

Copywriting and Editing

Project Management

Industries: Luxury Jewelry, Financial, Hospitality, Internet, and New Media.

Professional History

Marketing and Communications Consultant, VARIOUS CLIENTS — Los Angeles **Present**
Provide strategic marketing services and content creation for a diversified client base, including new media, the Internet, self-help, and the jewelry industry.

- ♦ Manage the promotional launch of new jewelry line for a top celebrity brand, with media coverage placed nationwide from CNN to luxury websites.
- ♦ Create content and implement social media strategy for a premier luxury diamond company; Tripled Facebook fan base in one quarter.
- ♦ Produce research and create content for the leading self-help brand for CDs sold on QVC.
- ♦ Create winning pitches and documentary scripts for new media and home entertainment company; projects won *Entertainment Weekly's* DVD of Year.

Director, Marketing, AMERICAN GEM SOCIETY LABORATORIES — Los Angeles **2003-2009**

Directed the international marketing program for a leading diamond grading laboratory. Worked directly with the CEO and Board of Directors. Responsible for the strategy and direction of all areas of integrated marketing including the Internet, PR, advertising, communications, trade shows, events, and media. Directed all creative programs and responsible for creating and enforcing brand messaging.

- ♦ Managed global marketing programs in Hong Kong, India, and Belgium; work with third-party partners to ensure consistency of brand and successful implementation of campaigns.
- ♦ Led the Public Relations efforts, which yielded over 32 million consumer impressions and over \$4 million in editorial coverage.
- ♦ Directed search engine optimization efforts, which resulted in over 60% increase in unique visitors to agslab.com.
- ♦ Executive producer for consumer videos, audio and video news releases, commercials and Podcasts.
- ♦ Partnered with clients on custom products and cooperative marketing programs.
- ♦ Directed new product launches.

Copywriter, THE VENETIAN RESORT HOTEL AND CASINO — Las Vegas **2002-2003**

Primary Copywriter for advertising and casino marketing collateral programs. Project manager of direct marketing and Internet campaigns. Worked with Art Director and EVP of Advertising to establish concept and strategy for international and domestic campaigns.

- ♦ Won the hotel's Bravo Award for creativity.
- ♦ Created theme driven programs focusing on targeted consumer messaging and multi-media campaigns incorporating emails and URLs.
- ♦ Responsible for ensuring strategic messaging in all creative mediums, from in-room and casino videos to on-hold messages, billboards, print ads and direct marketing material.

Project Manager, BARCLAYS GLOBAL INVESTORS — San Francisco **2001-2002**

Senior writer and project manager for the US Marketing Group's online channel and direct marketing projects.

- ♦ Project-managed the launch of the direct marketing and online program for firm's US Equities group.
- ♦ Directed data-driven campaigns for highly targeted and customer-centric marketing initiatives.

Communications Manager

2000-2001

Led the communications team for Barclays' Defined Contribution Group. Crafted and implemented the group's brand message. Created content for custom publications, direct mailers, trade ads, speeches, proposals, white papers, articles Internet and Intranet, and more.

- ♦ Wrote the winning proposal for the nation's largest retirement plan search of \$64 billion.
 - ♦ Represented the company on a national level as a speaker on "The Art of the Proposal."
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Marketing/Communications Associate, CALLAN ASSOCIATES — SAN FRANCISCO **1998-2000**

Wrote and edited content for Callan's website, four newsletters, marketing brochures, and special projects. Managed the proposal process, producing 60% of winning proposals.

- ◆ Project managed design and launch of firm's Intranet and Internet sites.

Sales/Marketing Associate, BARING ASSET MANAGEMENT — San Francisco **1993-1998**

Served as the client relationship associate for the western US. Researched prospects and compiled findings into weekly business development reports.

- ◆ Represented the largest client accounts in the Western region, totaling 25% of firm's revenues.
- ◆ Planned and managed quarterly events, including golf tournaments, seminars, and parties.
- ◆ Provided client support for regional clients, including the nation's largest retirement plan.

Education

Millsaps College, English Literature, **Bachelor of Arts**

University of California at Berkeley, Marketing, and Public Relations, graduate coursework

Computer Skills

Microsoft Office Suite, Photoshop, and Illustrator, Photoshop Elements, basic HTML, Wordpress, Blogspot

Organizations

American Marketing Association, the Public Relations Society of America

Volunteer

Provide public relations and copywriting for burgeoning theatrical productions, concentrating on plays that promote Shakespeare and other classics to schools.

Links

www.donnajolly.com, www.audaciousink.com, <http://twitter.com/donnajolly>,
<http://www.linkedin.com/in/donnajolly>