

JAYMA MALME

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QUALIFICATIONS SUMMARY

Articulate, creative, and visually inclined marketer, writer, and editor with solid experience in blogging, SEO, social media, email marketing, HTML, Creative Suite, Salesforce, and MS Office. Pleased to have utilized my skill set in small, medium, and corporate business environments.

- ▶ **Key Strengths:** Editorial-level communication and analytical skills with a dedication to continually streamlining and improving work processes. Strong team player and collaborator who is creative, detail-oriented, and tech-savvy.
- ▶ **Relationship Development:** Strong interpersonal talents with passion for cultivating lasting relationships with peers, executives, and vendors. Engaging written and verbal communicator.
- ▶ **Information Management:** Well-developed ability to utilize business technologies to improve efficiencies, track data, and assist with strategic planning.
- ▶ **Project Management:** Highly organized with combination of technical, creative, and business expertise to guide planning and implementation of multiple projects.

PROFESSIONAL EXPERIENCE

TIMBER PRODUCTS COMPANY, Springfield, Oregon

Marketing Specialist (Mar. 2014 – Nov. 2016)

Utilized excellent interpersonal skills, developed strong, long-lasting business relationships across the organization, and provided support to the marketing department by executing communication efforts. Acted as project manager for sales and marketing initiatives as well as primary editor for all publications and company-wide business documents.

Selected Contributions:

- Managed new media program across multiple platforms, including social networks, email, blog, and third-party content channel, resulting in a progressively increased following.
- Supported strategic business-planning activities as project manager for collateral, presentations, website, third-party ads, trade shows, and high-end quarterly newsletter.
- Cultivated relationships with multiple outside vendors to leverage expertise, ensure optimal service/quick turnaround when needed, and receive the best pricing.
- Built website landing pages with compelling calls to action by collaborating with web firm, which increased digital newsletter subscription by over 50%.
- Worked with team to convert CRM to Salesforce and utilized its integrated email system, Pardot, to create targeted lists and run effective campaigns. End result: increase in traffic to the website, growth in leads, and the ability to track those leads through the sales funnel.
- Managing Editor of quarterly newsletter (printed and digital) with high-quality, compelling articles aimed at educating, building brand awareness, and driving traffic to the website. An online survey resulted in a high approval rating with comments that it is “a respected source for the industry,” that “articles are interesting,” and “the design is clean and easy to read.”
- Provided final editor’s eyes on all content across all platforms, checking for visual appeal and grammatical accuracy, and ensuring the messages, tone, voice, and style are in alignment.
- Spearheaded the overhaul of the product sample program by streamlining the process to develop samples and redesigning the customer presentation. This made it much easier for customers and distributors to obtain visually appealing product samples.
- Supervised marketing intern to efficiently assist in day-to-day tasks and ongoing projects.

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ONLINE SPORTS & E-CHURCH DEPOT, FROM SEATTLE, WASHINGTON

Freelance Email Marketing Specialist (Jan. 2012 – Mar. 2014)

Online Sports: Implemented new program for company that had never sent email campaigns before.

E-Church Depot: One of three employees kept on a freelance basis after they bought Christian Education Publishers. Responsible for creating weekly email campaigns.

Selected Contributions:

- Online Sports: Demonstrated a high open and CTR for the industry and 8% increase in sales.
- E-Church Depot: Maintained high open and CTR after company acquisition.
- Managed lists, analyzed reports, and deployed targeted emails, constantly improving tactics.
- Gathered content, wrote copy, and created graphics and HTML for weekly email campaigns.
- Managed company blogs, adding fresh information and updating existing articles.

CHRISTIAN EDUCATION PUBLISHERS, FROM FRESNO, CALIFORNIA

Freelance Editor & Marketing Consultant (Aug. 2010 – Dec. 2011)

Re-hired on a freelance basis after moving to increase email marketing results and search engine optimization as well as manage website content.

Selected Contributions:

- Leveraged Google Analytics to better understand audience behavior.
- Wrote compelling, action-based copy for marketing emails, resulting in 12% more links clicked.
- Converted graphics-based marketing emails to HTML, resulting in a 13% lower bounce rate.

THE WALT DISNEY STUDIOS VIA VOLT, BURBANK, CA

Special Events Project Manager (Aug. 2009 – Dec. 2009)

Temporary role to manage a project for Disney's A Christmas Carol Train Tour. I compiled broadcast, radio, print, and online data for Disney's sponsors to show the value of their sponsorship.

- Demonstrated a 250% increase in estimated value for Disney's sponsors by researching and compiling all publicity for *Disney's A Christmas Carol Train Tour* into a comprehensive report.
- Proofread marketing materials for accuracy and to ensure corporate sponsor guidelines were met.

CHRISTIAN EDUCATION PUBLISHERS, SAN DIEGO, CA

Marketing Coordinator (Feb. 2005 – Jun. 2009)

Began as a part-time Editorial Intern and was quickly promoted to Assistant Editor. One year later was promoted to Marketing Coordinator after proving my project management, communication, and copywriting skills. Coordinated all aspects of marketing projects, including email, website, catalogs, direct mail, trade show signage, and collateral material. The small-company setting meant I played a large role in every process.

- Created all marketing material, including catalogs, direct mail, collateral material, website, email campaigns, blogs, and social media.
- Ensured deadlines and budgets were met by closely working with designers and printers.
- Attended copywriting and marketing workshops to refine skills and stay current with trends.

EDUCATIONAL BACKGROUND

Bachelor of Arts in Literature & Writing Studies, Emphasis in Writing

CALIFORNIA STATE UNIVERSITY, San Marcos, California