

JASON LAVIGNE



MARKETING MANAGER

/ PROFILE

Hello! I'm Jason Lavigne My career has revolved around digital marketing and communications in various B2B markets. I have extensive experience performing keyword research and analysis, writing email and website copy, conducting A/B testing, and optimizing content to improve key performance indicators.

/ EDUCATION

Bachelor of Science: Marketing

2006-2010

University of Maine

Orono, Maine

/ WORK EXPERIENCE

Sr. Communications Specialist Mar 2022 - Present

Hussey Seating Company

Responsible for developing and implementing the company's external and internal communication strategy

- Create compelling email, PR, & advertising
- Support C-Suite with ghost writing and copy editing
- Develop sales & marketing tools

Marketing Consultant

Jun 2021 - Mar 2022

Elevation 207

Responsible for leading brand development including positioning, USP, messaging, and GTM strategy

- Performed Market & Competitor Analysis
- Developed Brand & Messaging Strategy
- Created Marketing Plan & Process Documentation

Marketing Manager

Jan 2018 - Oct 2020

Diversified Communications

Responsible for the brand development, messaging, inbound & outbound marketing, lead generation, and sales enablement for several product lines

- Developed & Managed Marketing Plans
- Developed & Launched Geo Week Brand
- Managed Lead Generation Campaigns
- Performed Keyword Research, SEO, & SEM

Sr. Marketing Coordinator

Feb 2015 - Jan 2018

Diversified Communications

Responsible for managing demand generation campaigns. Supported & enabled sales by developing collateral and managing lead generation.

- Designed & Implemented Demand Gen Processes
- Managed 70+ Demand Gen Campaigns Annually
- Developed Infographics, Sell Sheets, & Media Kits
- Wrote & Deployed Marketing Emails & Social Media

/ CONTACT

193 Bolton St. Apt 2

Portland, Maine, United States

Phone: +1-207-249-5436

Email: jml4970@gmail.com

Web: jml.journoportfolio.com

/ SKILLS

Professional Skills:

- Project Management
- Messaging & Communication
- Strategy & Planning
- Search Engine Marketing
- Search Engine Optimization
- Buyer's Journey Mapping
- Marketing Automation
- Data Analysis
- Process Improvement
- Budgeting & Forecasting

Technical Skills:

- Google Analytics
- Google Ads
- Wordpress
- Salesforce
- Marketo
- Workfront
- MS Office Suite
- Google Workspace
- Adobe Creative Suite