

JANE AYRES

310.266.9322 | ljaneayres@gmail.com

View my portfolio: <https://ljaneayres.journoportfolio.com/>

A brand marketing and communications expert, I create thought leadership content strategies that help companies increase digital visibility to drive sales growth.

CREATIVE EXPERTISE

Marketing and content development: Multichannel content marketing strategy, content planning, development, oversight and execution; creative project management, digital and social media marketing, writing, editing and print layout and design, campaign leadership, execution and measurement

Creative production and leadership: Video planning, including on-set video production, post-production and video platform publishing and digital distribution; podcast planning, C-level event planning and execution, creative teams and vendor management, Web, video and intranet channel management

Branding: Brand creation, brand refresh, brand asset management

Business development: Campaign planning & execution for events, webinars, videos, podcasts

Internal and executive communications: Planning, writing, end-to-end oversight of newsletters, blogs, video, events, leadership communications, intranet management

PROFESSIONAL EXPERIENCE

Marketing Director, Heidrick & Struggles, Chicago, IL, 2016–2018

As a member of the global marketing team of publicly traded executive search and leadership consulting firm, I led the marketing program for the culture-shaping division as my primary role. I also spent about 50% of my time collaborating with the full marketing team that develops and executes a multichannel, content-driven strategy to increase brand awareness, audience engagement, inbound visits and sales for the global business.

Accomplishments

- Contributed across multiple projects and functions to increase visits to Knowledge Center on Heidrick.com by compounded annual growth rate of 232% a year.
- Led digital marketing campaigns that quadrupled LinkedIn followers to more than 135,000 and grew Web visits to more than a million page views a month.
- Led cross-functional creative team that launched an innovation lab, including educational video, brochure, case studies and lead generation campaign, yielding four new clients in the first year.
- Participated on brand leadership team to create and launch new Heidrick Consulting sub-brand. Led and collaborated on multiple work streams to execute a year-long strategy that built internal and external awareness of the new consulting practice.

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Marketing Director, Senn Delaney, Huntington Beach, CA, 2007–2016

I created, built and managed the multichannel marketing program and brand and content strategy that positioned Senn Delaney as the world's premier culture-shaping firm.

Accomplishments

- Created a multichannel marketing presence that improved Web site visits, article downloads, inbound leads sales conversions, and client referrals, enabling an annual revenue increase of 5-10%.
- Developed business development team process for sales campaigns to targeted Fortune 500 and Global 1000 CEOs and C-level executives by creating compelling case studies, CEO videos, positioning thought papers and bylined articles in targeted publications for CEO, founder and partners.
- Develop, launched and managed branded video platform to expand digital presence and drive leads
- Created more than 50 educational 'expert' videos, including a CEO video interview series to anchor ongoing sales campaigns to build awareness of culture as *the* performance differentiator.

Founder, Ayres+Associates Communications Solutions, Los Angeles CA, 2004–2007

I provided turnkey marketing, communications, executive communications, design services and event marketing support to healthcare clients, non-profits and foundations.

Marketing and Communications Manager, HealthCare Partners, Los Angeles, CA, 2001–2004

I planned, implemented and improved all company internal and external communications programs for Southern California managed care company of more than 5,000 employees and physicians.

- Oversaw writing, editing, editorial planning and design of internal, external, digital and print communications, marketing collateral, promotional and educational materials.
- Wrote executive speeches, position papers and columns for CEO and chief medical officer.
- Served as communications expert/advisor/project manager to departments, divisions, executives and teams.

OTHER RELATED EXPERIENCE

Newspaper Journalist, Editor, Layout Artist, The Ottawa Citizen, Ottawa, Ont., Canada

I served in several editorial roles at a daily national newspaper, including travel editor, health and science editor, assistant city editor, night city editor, medical writer and reporter. My experience included feature and news page layout and design, writing, editing, editorial planning and coaching writers. Received several writing awards: Science Writers of Canada National Newspaper Award, Health Care Public Relations Association Medical Writer's Award of Merit, Canadian Tourism Commission Northern Lights Award for excellence in travel writing.

CERTIFICATIONS

University of California Los Angeles Extension, professional certification in public relations