




Jesse Rubendall

Communications & Digital Marketing Strategist

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 Kapaau, HI 96755

PROFESSIONAL SUMMARY

Accomplished Operating Partner & Communications Consultant at MJ Consulting and Research Co, adept in brand development and digital marketing strategy. Expertise in digital marketing campaigns, communications management, and creating impactful objective-oriented content, with a proven track record of fostering team growth and boosting brand storytelling. I am a proven leader with polished abilities to inspire teams and capitalize on emerging opportunities within complex work environments. I thrive in elevating business profiles and brand reputation, focusing on positive impact on the health of our planet and communities.

Developed dozens of successful marketing campaigns utilizing digital tools such as Adobe Suite, Canva, HTML programming (Wix, Squarespace, Wordpress), social media channels, and various email marketing platforms (Flodesk, Mailchimp).

SKILLS

Content & Copywriting

Brand Development & Narrative Strategy

Email Marketing

Communications Plans

EXPERIENCE

OPERATING PARTNER & COMMUNICATIONS CONSULTANT, Kapaau

MJ Consulting and Research Co, November 2021–Present

- Manage consulting agency as Lead Consultant that provides services in marketing, small business operations, internal & external communications, brand strategy & development
- Provide a variety of clients (both for-profit and non-profit companies) with copywriting, email marketing, social media management, communications strategy, content creation, print & digital advertising, web development, and branding narrative strategy
- Analyze systems for clients' business and recommend changes to improve operational efficiencies and communication strategies. Resulted in two successful startup launches in 2021 and 2023, exceeding revenue goals in Y1
- Develop strategic plans for addressing business challenges & growth opportunities. Implement cross-functional leadership & communication plans for multiple teams
- Create and develop marketing materials for clients such as brochures, digital ads, flyers, promotional videos, e-newsletter and social media campaigns. Maintain an average of 60% open rate and 8% click rate for newsletter campaigns over 2 years

OPERATIONS MANAGER & MARKETING CONSULTANT, Kapaau

Big Island Last Resort, November 2022–Present

- Oversaw multi-million dollar renovation and successful business launch in 2023 as a Project & Communications Manager

- Facilitate daily content creation and copywriting as part of long-term campaign strategy for various marketing channels including website, email marketing, social media and public relations initiatives to drive brand development
- Directly manage the daily operations of multiple departments to maximize efficiency, including property maintenance, agricultural & sustainability programs and guest communications, while coordinating with all parties involved
- Collaborate with senior management to identify areas for improvement in operations, guest services and scaling startup business
- Develop talented team, participating in hiring, coaching, and performance management processes.

DIRECTOR OF MARKETING & COMMUNICATIONS, Kapaau

Starseed Ranch, January 2021–Present

- Supervise communications (internal & external) and programming for 26-acre farm & eco-resort operations
- Facilitated 440% topline revenue growth in the first 2 years of business operations, through providing effective leadership and business growth strategy for daily operations
- Provide digital marketing and communication services including content creation, web design, social media management, email marketing campaigns, customer loyalty programs, brand strategy & design, marketing materials and special event planning
- Developed and maintain an editorial calendar that tracks upcoming deadlines for content creation and distribution
- Conduct regular meetings with staff members and business owners to discuss operational challenges, identify opportunities for improvement and increase ADR
- Facilitate exceptional guest experiences through Agritourism programs such as guided Farm Tours, Farm to Table Dining, Educational Workshops and Overnight Farm Stays

BUSINESS DEVELOPMENT & MARKETING MANAGER, PARTNER, Bend

Metolius Hemp Company, March 2020–Present

- Drive topline revenue for startup natural wellness brand through the implementation of sales & marketing strategy, resulting in YoY growth of 58% (\$160,000 increase)
- Consult on brand strategy & growth through creative design, social media management, brand activation events & digital marketing. Led to 226% increase in website visits in one year
- Built and developed all social media channels for startup brand. Grew audience, completely organically, from 0 to over 15,000 followers in less than 3 years
- Core team-member in launching multiple product lines as an emerging startup. Designed, created and collaborated on over 50 social media campaigns, social influencer & ambassador campaigns, email newsletters, blog posts, news articles, webpages and print materials to support product launches
- Established strong relationships with external stakeholders such as customers, partners and influencers; directly supporting growth of recurring revenue model (monthly subscriptions) by 325% YoY
- Developed comprehensive digital strategies for online presence optimization, increased brand awareness and customer engagement

SALES MANAGER, Portland

PSAV, March 2019–April 2020

- Drove sales through a robust pipeline, while effectively growing relationships to surpass annual revenue targets, achieving 120% of objectives
- Cultivated valuable partnerships through high-level corporate communication, with both clientele and venues, to create unprecedented successful events

CUSTOMER EXPERIENCE SPECIALIST, Portland

Tesla, November 2018–July 2019

- Managed sales motion from prospect to close through personal lead generation, pipeline management and client relations as a top-rated performer in Portland, OR for closed-won accounts
- Expert in providing all customers with deep knowledge of the Tesla Ecosystem with highly effective brand narration & advocacy
- Maintained adaptive approach to multi-level sales, personalized consumer experience & efficiently leveraged Salesforce CRM

FIELD MARKETING MANAGER, Portland

Hello Fresh, December 2017–January 2019

- Promoted & marketed brand & products through event, experiential, activation and field marketing
- Developed and managed partnerships with local businesses for promotional demos and marketing displays to increase brand awareness and revenue

DIRECTOR OF COMMUNICATIONS & LEISURE PROGRAMS, San Francisco

Vallejo Investments Inc, July 2015–July 2018

- Developed and implemented strategic plans to ensure organizational objectives were met to exceed long-term goals
- Directed all aspects of project management including communications, planning, budgeting, staffing, scheduling, monitoring, and reporting
- Managed all communications, activity planning and organization for private client's appointments, travel, child care and academia
- Built, trained and supervised a team of private hospitality professionals; oversaw scheduling, payroll, operations and budgeting

EDUCATION

BACHELOR OF SCIENCE IN HOSPITALITY MANAGEMENT, CONCENTRATION IN MARKETING, Boston, MA

Boston University, School of Hospitality Administration, June 2011

REFERENCES

References available upon request

DIGITAL PORTFOLIO

<https://jesserubendall.journoportfolio.com/>