



PROFESSIONAL SUMMARY

PCM Certified Creative Marketing Manager with expertise in building and growing brands through creative direction, marketing strategy, integrated advertising campaigns, and attention to customer experience.

WORK EXPERIENCE

Marketing Consultant, Self-Employed, Aug 2025 - Current, Detroit, MI

- Clients include(d) Linear restaurant, Elephant & Co. & Eastern Market Brewing Company, Le Petit Mort, TC Whiskey Co. - The Outpost, Love Supreme Cannabis, Detroit Vineyards, Washington Island Hotel & Restaurant
- Plan and manage digital marketing programs - SEM, programmatic advertising, social, email & sms campaigns
- Advise on hospitality programs and guest experience
- Manage press relations

Sr. Marketing Manager, Elia Group, Feb 2025 - Aug 2025, Birmingham, MI

- Manage and oversee Marketing Strategy and Creative Direction for seven hospitality locations throughout Metro-Detroit and Nashville
- Manage budget for marketing projects, ensuring efficient use of resources for maximum impact
- Manage a large network of design, public relations, digital media, and print vendors
- Manage & mentor marketing team
- Coordinate media appearances, influencer collaborations, and events
- Manage all paid media

Retail Marketing Manager, Daily Deals Food Outlet + NCF, Jan 2023 - Feb 2025, Marne, MI

- Oversee all creative direction, marketing strategy, and brand-building efforts five retail grocery stores
- Increased in-store foot traffic and email list subscribers through marketing campaigns
- Develop and oversee marketing budget
- Lead and manage weekly sales ad designs and promotions
- Lead all aspects of private label product design and marketing
- Develop content marketing calendars, social media content, and in-store events
- Develop, launch, and oversee all advertising and marketing campaigns

Marketing Director, St. Julian Winery, Jan 2017 - Jan 2022, Paw Paw, MI

- **Developed new champagne product lines - Motu Viget and BBLZ capturing 300% sales increase**
- Creative direction and brand management
- Managed private label brands
- Played integral role in planning, opening, and marketing two retail locations
- Managed full spectrum marketing strategy, communications, campaigns and budgeting

- Lead new product development and creative direction for product packaging
- **Oversaw e-commerce growth from \$100K to \$1M yearly (900%)**
- Supported business expansion from 7 to 11 states

Digital Marketing Manager, ddm marketing + communications, Sep 2014 - Jan 2017, Grand Rapids, MI

- Develop, implement, and manage all digital marketing campaigns for B2B and B2C clients
- Played key role in CRM implementation projects allowing clients to monitor conversions
- Increased conversions for clients through digital marketing
- Help clients develop e-commerce programs

EDUCATION

Bachelor of Arts [BA], Communication Studies

GRAND VALLEY STATE UNIVERSITY - MI

SKILLS

- Retail & B2B Marketing
- Digital Marketing
- Copywriting
- Campaign management
- Marketing collateral development
- Teamwork
- Project management
- Team leadership
- Brand Management
- Creative Direction
- Public Relations
- Marketing strategies
- Marketing strategy
- Campaign implementation
- Content management
- Product marketing

AWARDS

- 2 Gold Addy Awards, 5 Silver Addy Awards
- Radio Commercial of the Year - Communicator Awards - BHS Insurance "Mr. Right"

PROFESSIONAL ASSOCIATIONS

- Member -American Marketing Association

CERTIFICATIONS

- Pcm® marketing management certification
- Google Analytics + Ads
- WSET Certified Level 2 Wine

ADDITIONAL INFORMATION

Please view my work at jscott.journoportfollio.com