

Jessica L. Federman | Creative Marketing Leader

Brand Identity • Creative Direction • Integrated Campaign Execution

Wilmington, NC | jess.federman@gmail.com | [267-981-2031](tel:267-981-2031) | [LinkedIn: jfederman](#)

EXECUTIVE SUMMARY

Creative marketing leader focused on elevated visual identity and refined campaigns that create cohesive brand experiences across digital, print, and on-site spaces. Brings a sharp eye for visual consistency and a commitment to delivering refined brand experiences. Enhances established brands through integrated, design-forward marketing across digital and physical environments. Skilled in producing high-quality creative on tight timelines and shaping narratives that enhance customer engagement.

CORE CAPABILITIES

Brand Identity • Creative Direction • On-Site & Experiential Marketing • Narrative-Driven Content • Digital & Print Production • Social Media • Email & Video Content • Analytics • Vendor & Production Management • Project Leadership

Software: Canva • Adobe Express • WordPress • Google Analytics • Meltwater

PROFESSIONAL HIGHLIGHTS

Director of Marketing | Battleship *North Carolina* Memorial
Wilmington, NC | 2025–Present

- Created videos, ads, web content, onsite displays, and narrative-driven materials that elevated visibility, generating a 111% YOY rise in regional coverage and earning national-level media attention.
- Refined and elevated a fragmented visual identity by creating a cohesive brand system, strengthening the organization's public image across digital, print, broadcast, and on-site environments.
- Crafted design-forward campaigns that lifted digital engagement by 251% through fast, refined creative shaped by visitor behavior and seasonal trends.
- Streamlined creative production by introducing refined brand kits and workflows, cutting turnaround time, and elevating consistency across all public-facing assets.

Chief Community & Marketing Officer (Contract) | Kaziranga Pro Cricket Outfitters
Remote | 2024–2025

- Crafted the brand's full visual identity and messaging architecture, positioning the retailer as Southern California's first cricket-focused specialty store.
- Designed and executed a go-to-market strategy that generated global media placements, significantly increasing consumer awareness and early store traffic.
- Directed designers and production vendors to elevate digital and in-store touchpoints, resulting in a high-standard brand experience across channels that strengthened early customer trust.
- Developed partnership-driven campaigns that expanded visibility with youth and community sports organizations.

- Applied visitor insights to shape visually compelling campaign themes that enhanced relevance and connection with core audiences.

Assistant Vice President, Diversity & Equity Communications | RWJBarnabas Health
West Orange, NJ | 2023–2024

Enterprise-wide communication and brand alignment within one of the state's largest health systems.

- Improved internal communication engagement by redesigning digital platforms, producing an 82% increase in intranet usage and a 52.5% reduction in bounce rate.
- Produced multimedia storytelling and cross-channel campaigns that improved understanding and adoption of system-wide priorities.
- Developed structured message frameworks that simplified complex initiatives and enabled consistent, audience-relevant communication across departments.
- Directed communication efforts during major enterprise initiatives, strengthening internal alignment and reinforcing trust during organization-wide initiatives.
- Collaborated with executive leaders and partners to amplify social impact programs and broaden community reach.

Assistant Vice President, Social Justice & Change Management | RWJBarnabas Health
West Orange, NJ | 2022–2023

System-wide communications leadership focused on clarity, engagement, and organizational alignment.

- Led enterprise-wide transformation communication initiatives that achieved 86% workforce engagement through targeted communication and education campaigns, improving clarity and participation during major transformation efforts.
- Developed messaging frameworks and content systems that improved clarity, accessibility, and alignment across an internal audience of over 45,000 employees.
- Applied marketing and narrative design principles to translate complex system initiatives into clear, accessible messages tailored to diverse internal audiences.
- Enhanced community trust through coordinated outreach campaigns that encouraged stronger participation across priority outreach programs.

Director, Public Relations & Marketing | RWJBarnabas Health
Hamilton, NJ | 2018–2021

- Strengthened brand clarity by developing integrated marketing frameworks that unified digital, social, and media messaging.
- Refined targeted outreach campaigns that increased consumer program participation by 30%.
- Directed crisis communications during COVID-19, ensuring clear, timely messages that sustained public trust.
- Produced high-quality press and media materials that broadened organizational visibility locally and regionally.

Founder & Principal Consultant | MindShuffle, LLC
Yardley, PA | 2014–2019

- Created brand identities, digital content, and campaigns for clients, boosting engagement across core audiences.
- Advised clients on brand strategy and campaign positioning to strengthen narrative cohesion and audience relevance.
- Managed end-to-end creative production to deliver polished, consistent campaigns that improved client visibility and engagement.
- Optimized outreach strategies using audience analytics, enhancing campaign performance across defined KPIs.
- Managed vendor and contractor relationships to ensure high-quality, cost-effective creative execution.

EDUCATION

M.S., Organization Development & Leadership — Saint Joseph's University

B.A., Communication — Goucher College

Executive Certificates — Digital Marketing; Content Marketing — Rutgers University

Certificate — Public Information Officer Awareness — FEMA

Certificate — The Coaching Leader — Saint Joseph's University

AWARDS & RECOGNITION

John Coné Membership Scholarship — Association for Talent Development

ACHE Chapter Service Award — American College of Healthcare Executives, NJ Chapter

Entrepreneurial Spirit Award — Lower Bucks County Chamber of Commerce

Chairperson of the Year — Public Relations Committee, Northwest Chamber of Commerce

LEADERSHIP & COMMUNITY ENGAGEMENT

Co-Chair, Boom & Bloom Fireworks - Azalea Festival

Member, North Brunswick Chamber of Commerce

Member, New Hanover County Beekeepers Association

Member, North Carolina State Beekeepers Association