

# Jocelyn Houston

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STRATEGIC | RESPONSIBILITY | LEARNER | DEVELOPER | ARRANGER

## experience

### Vice President of Marketing & Communications

#### YMCA OF GREATER OMAHA

Omaha, NE | January 2015 - present

- Strategize, develop, and implement organization-wide marketing & advertising plans for \$20M non-profit. Annual marketing plans support revenue growth: annual fundraising campaign (\$1.7M), capital campaigns (\$13M), membership (\$10M), programs (\$6.6M)
- Manage \$400,000+ annual media mix and marketing budget with expectations of increased revenue, membership & program growth, exceeded fundraising goals and increased community awareness. Tactics include print, digital, SEO, content, direct mail, radio, outdoor, guerrilla, and social.
- Act on senior leadership team as marketing and communication expert
- Orchestrate all public relations and earned media efforts, internal communication plans, crisis response plans, and act as spokeswoman of YMCA.
- Leader of all marketing and PR efforts for new Charles E. Lakin YMCA, opened in Council Bluffs community in 2017. Efforts included design of 600+ name donor recognition art piece, interior design of building, community open house (3,000+ guests), and membership growth increasing membership base from 7,600 members to 13,300 in 2 months.
- Ownership of 150th anniversary efforts in 2016, raising over \$400,000 in community support of year-long celebration. Milestone included a 12-week community-wide weight-loss challenge (941 participants), 3 month long Durham Museum display, OWH special section, 32-page commemorative historical book and celebratory gala (420 attendees.)
- Redesigned website in 2015, simultaneously adding digital advertising to media mix, resulting in 3x increase in web traffic.

### Director of Advertising & Social Media

#### YMCA OF GREATER OMAHA

Omaha, NE | July 2014 - January 2015

- Promote strong brand and voice in compliance with Y-USA brand standards, directing design and content of all materials.
- Managed media mix; responsible for adding variety of digital, removing under-performing advertising mediums, and strategically increased reach & frequency among target demographic.
- Build advertising tracking system in conjunction with membership and program teams to measure advertising effectiveness.
- Developed social media accountability and training program to create cohesive social media and web presence and plan across all YMCA of Greater Omaha locations.

### Client Relationship Manager

#### UNIVERSAL INFORMATION SERVICES

Omaha, NE | August 2013 - July 2014

- Developed strong relationships with existing and potential clients, strengthening brand recognition and education of company's services and products.
- Consulted existing clients toward best media monitoring and analysis packages to track their earned media and media relations efforts.
- Assisted with company marketing and sales strategy, managing email marketing efforts and contributing blog posts.
- Maintained consistent communication with 700+ clients to ensure satisfactory service and maintain honest and direct relationships.

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## Strategic Marketing Director CORNERSTONE PRINT & MARKETING

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Lincoln NE | November 2011 - August 2013

- Strategized and implemented entire rebranding of company; directing design of company collateral and website, brand personality, and positioning statement while promoting company's new name and location.
- Managed direction and execution of marketing campaigns; copy-writing and strategizing content for television, radio, campaign website, social media networks, email marketing, guerrilla marketing tactics, direct mail, and leading design direction.
- Planned and promoted all events on behalf of Cornerstone including a January 2013 open house with 500 guests.
- Promoted positive company culture by planning work events and internal activities and programs; founded and led company culture club.
- Directed cross-media division of company, acting as decision-maker of cross-media partner purchase, educated sales and production staff of new product, consulted clients with cross-media campaigns and acted as project manager.
- Managed cross-media team with goal of building efficient production work-flow.
- Analyzed and reports to client results of cross-media campaigns.

## Office Manager and Social Media Intern CORNERSTONE PRINT & MARKETING

Lincoln NE | September 2010 - November 2011

- Created and managed marketing campaigns integrating traditional media, guerrilla tactics, social media, email marketing and public relations.
- Boosted company morale through coordination of holiday parties, birthdays, and special events.
- Managed accounts receivable, human resources department, and acted as Safety Office to maintain and promote OSHA standards.

## education

### Bachelor of Journalism in Advertising & Public Relations UNIVERSITY OF NEBRASKA-LINCOLN

Lincoln NE | Minor in Communications, Emphasis in Marketing & English  
Graduated May 2011

## additional skills

Adobe Creative Suite, Wordpress, Media Buying and Planning, Media Monitoring & Analysis, Presenting and Public Speaking, Fundraising and Community Relations Strategy, Integrated Marketing Communication Strategy, Budget Management