



JOCELYN HOUSTON

STRATEGIC | RESPONSIBILITY | LEARNER
DEVELOPER | ARRANGER

PERSONAL PROFILE

I am a marketer, with both senior in-house and agency experience. I believe all great campaigns begins with strong strategy, a clear goal, and heart.

I'm happiest when I see a campaign come to life.

WORK EXPERIENCE

Marketing + Brand Manager

Mulhall's Garden + Home | January 2021 - December 2021

- Strategized and lead all marketing efforts, including owned, earned and paid + brick-and-mortar store experience and growing social presence
- Continuously evolved brand positioning to reflect company purpose and community commitment
- Responsible for footsteps to retail location
- Managed internal team and served on senior leadership team

Account Supervisor

Bailey Lauerman | March 2018 - December 2020

- Lead accounts to perform successfully against client and agency measurements: financial, campaign KPIs, and to be award-winning by industry peers
- Lead account strategy against campaign communications tasks and brand strategy
- Grew accounts to nearly \$1M in annual agency revenue in 2020 through strong client relationships and proactively providing solutions
- Manage internal teams to build disruptive, creative work

Vice President of Marketing & Communications

YMCA of Greater Omaha | Jan 2015 - March 2018

- Strategized, developed and implemented organization-wide marketing plans for \$20M non-profit. Annual marketing plans supported revenue growth: annual fundraising campaign (\$800K), capital campaign (\$13M), membership (\$10M), programs (\$6.6M)
- Managed \$400K+ annual media mix and marketing budget

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SKILLS SUMMARY

•••• Brand Management & Strategy

•••• Project Management

•••• Budgeting & Resource Planning

•••• Public Speaking & Presenting

•••• Media Strategy & Buying

•••• Public Relations

•••• Fundraising and Community
Relations Strategy

EDUCATION

Bachelor of Journalism in
Advertising & Public Relations

University of Nebraska-Lincoln
Graduated May 2011

Minor in Communications,
Emphasis in Marketing &
English

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WORK EXPERIENCE, CONTINUED

- Acted on senior leadership team as marketing and communication expert
- Orchestrated all public relations and earned media efforts, internal communications, crisis response plans, and acted as spokeswoman
- Led marketing and PR efforts for new Charles E. Lakin YMCA, opened in Council Bluffs in 2017, resulting in increase of membership from 7,600 to 13,300 in 2 months
- Raised over \$400K in community-support of 150th anniversary celebration
- Redesigned website in 2015, adding digital advertising, resulting in 3x increase in website traffic

Director of Advertising and Social Media

YMCA of Greater Omaha | July 2014 - January 2015

- Promoted strong brand identity and voice in compliance with Y-USA brand standards
- Managed media mix and budget; evaluating media results and strategizing and negotiating a media plan to increase impressions and conversions
- Built advertising tracking system to measure and analyze marketing effectiveness and built optimization plans
- Developed website and social media accountability and training program to create cohesiveness across owned channels
- Acted as creative lead, building briefs and providing creative oversight of all owned and paid creative

Client Relationship Manager

Universal Information Services | August 2013 - July 2014

- Developed strong relationships with 700+ clients and worked toward organic growth
- Consulted clientele toward best media monitoring and analysis packages to track their earned media efforts
- Assisted with company marketing and sales strategy

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WORK EXPERIENCE, CONTINUED

Strategic Marketing Director

Cornerstone Print & Marketing | November 2011 - August 2013

- Strategized and implemented rebrand of company; directing brand identity and positioning, design of collateral and website, and promotion of new name and location
- Managed owned, earned, and paid marketing strategies
- Planned and promoted all company events
- Directed cross-media division of company, leading operations, internal training, and client relationship
- Analyzed and reported on marketing results to ownership