

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 (\$800K), 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, promotional, 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

CONTINUED

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 reported 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 Communications Strategy, Fiscal Management