

Sam Jones

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Professional Summary

- Experienced marketing and communications professional with 7+ years of success developing, implementing, and evaluating creative strategies and initiatives
- Skilled communicator with 3+ years experience in writing, editing, and crafting clear, engaging messages for diverse audiences
- Relationship-focused collaborator with a proven ability to build and maintain strong connections with clients, partners, and colleagues to advance organizational goals

Work Experience

Consulting Firm (Remote)
Account Administrator 2024 – Present

- Serve as primary point of contact for client engagements, providing strategic and implementation support for education-focused programs.
- Represent clients in meetings, aligning short-term project needs with long-term goals
- Create monthly reports to communicate program updates and outcome

Senior Consultant 2022 – 2024

- Delivered marketing and communications strategy to support client engagement and retention
- Served as lead writer and editor on multiple projects, including grant proposals and marketing copy
- Recommended and supported onboarding to new CRM and CMS systems to enhance product delivery and tracking.

Educational Organization Grand Rapids, MI
Assistant Director of Communications and Marketing 2020 – 2022

- Implemented a comprehensive marketing strategy that led to a 20% increase in web engagement
- Introduced new technologies and digital tools to support remote learning and national outreach
- Hired and managed a cross-functional team of 5-10 contractors in web, design, and IT

Central Michigan University office of Admissions Grand Rapids, MI
Communications Specialist 2017 – 2020

- Developed and executed communication strategies to enhance student recruitment and retention
- Oversaw website redesigns, publication updates, and brand guide revisions
- Develop and execute communication plans for specific campaigns, events, or university initiatives

Education

Master of Science in Communication 2017
Grand Valley State University, Allendale, MI

Bachelor of Business Administration in Marketing 2015
Grand Valley State University, Allendale, MI

Technical Skills

Technical skills: Utilized Adobe suite, Canva, Mailchimp, UX design, Google Analytics, HubSpot, Salesforce, etc. to implement marketing strategy across positions