



JACLYN SPARKS

CREATIVE & TECHNICAL DIGITAL MARKETING LEADER

CONTACT

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-  Jacksonville, Florida
-  www.jaclynsparks.com

EDUCATION

**BACHELOR OF SCIENCE /
PUBLIC RELATIONS**
Indiana State University,
Terre Haute, IN

EXPERTISE

- Brand Management
- Campaign Management
- Coding Languages
- Digital Asset SEO
- Email Marketing
- Graphic Design
- Marketing
- Paid Advertising
- Process Development
- Project Management
- Reputation Management
- Social Media
- Software Workflow Architect
- Website Management

PROFILE

Digital Marketing Specialist with expertise in creating strategic marketing solutions, focused on advancement of brand equity. Strengths in Project Management (PM), graphic design, mastery of new technologies, achieving deadlines, exemplary team leadership, and building collaborative partnerships that drive engagement.

PROFESSIONAL EXPERIENCE

SENIOR DIGITAL MARKETING SPECIALIST | 2017 – 2020

The Suddath Companies | Jacksonville, FL.

Oversaw development, implementation, UAT, and document publishing workflows for all websites including API integrations for CMS, over multiple environments including development, staging and production, and MA tools. Managed SEM tactics with agency partners. Conducted testing and implemented website enhancements, and ensured campaigns were properly maintained to meet performance objectives.

- Maintained and applied insight on best practices throughout the digital ecosystem, competitive analysis and comprehension of the digital industry's progression as it pertains to information architecture (IA), user interface (UI), user experience (UX) and lead generation
- Kept abreast of latest paid advertising opportunities and introduced them to appropriate business units and product line marketing leadership where and when appropriate
- Shared insights with Corporate Marketing team regarding trends monitored across various digital initiatives as well as in its 26 social communities by developing Key Performance Indicators (KPIs), analytics and dashboards
- Developed and tested infrastructure for team workflows within 21-member Corporate Marketing Dept., including software and related connections for PM, job requests, automation and integration
- Measured growth and effectiveness of paid, owned and earned digital footprint, including digital, search and paid tactics for The Suddath Companies and its 7 product line verticals
- Organized and maintained online directory profiles and reputation management for 19 locations nationwide, interacting with customers and internal stakeholders

MARKETING & COMMUNICATIONS GRAPHIC SPECIALIST | 2016 – 2017

Healogics Inc. | Jacksonville, FL.

Corporate marketing department designer. Help design for three national campaigns including website management, and collateral such as posters, infographics, ads, flyers, presentation templates, and promotional giveaways for both digital and print.

SKILLS

(For comprehensive list & knowledge levels please visit jaclynsparks.com/resume)

Microsoft Office
Kentico, WordPress
Mac & PC Systems
Trello, Assembla
Photoshop, Illustrator,
InDesign
Google Ads, Analytics, Data Studio

LANGUAGES

Comprehension

HMTL, CSS, Java

AWARDS

American Inhouse Design Award
| **Infographic**
Graphic Design USA

Health + Wellness Design Award |
Website Design & Advertising
Campaign
Graphic Design USA

REFERENCES

LYNDSAY ROSSMAN
DIRECTOR OF MARKETING
P: 202.494.1688
E: lyndsayrossman@gmail.com

JAMES ROBERTS
DIRECTOR OF MARKETING
P: 904.386.8924
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PROFESSIONAL EXPERIENCE (CONTINUED)

MARKETING & COMMUNICATIONS GRAPHIC SPECIALIST | Healogics Inc.

- Designed, managed, executed multiple project requests with continued communication and collaboration with calm effectiveness, thoroughness, and precision
- Managed, created and implemented new page builds on national website
- Executed web page enhancements and Quality Assurance (QA) processes
- Established lasting relationships with various promotional item reps, marketing, and advertising agencies

MARKETING PRODUCT MANAGER, EVENTS | 2011 - 2015

Techwell Corporation | Orange Park, FL.

Managed, planned, and executed two co-located educational conferences for software professionals each year, consisting of two events with more than 100 vendors and 1,600 attendees. Implemented production and placement of advertising concepts as well as campaigns to draw attendees to events.

- Managed the design and development of event marketing collateral including direct mail, on-site signage, web banners, prints ads, marketing emails, internal and external promotion, tracking links, promotional codes, contests, and list rentals
- Managed nine \$100K event product marketing budgets, aligned actual and quoted costs, and made suggestions on how unused dollars should be distributed and why
- Managed copywriters and graphic designers to ensure an accurate and well-received marketing message was delivered to key audiences
- Managed and implemented event product websites and executed / coordinated 22 new site builds, content updates, banner advertisements, enhancements, QA processes, and website images
- Increased media partnerships by more than 200%, increasing registration efforts and retaining all partners for future event outreach
- Implemented and managed 5 annual advertising contracts, negotiating starting figures down by \$10K