

Sean R. Jones

Director Of Marketing /
Sr. Digital Video Producer

// PROFILE

Accomplished, executive video producer and senior marketing professional with focused experience in both B2B, B2C video production and Digital campaign strategy, automation development, and implementation.

Encompassing strategic planning, qualitative and quantitative research, interactive marketing, creative development, media planning and buying, database / direct marketing, public relations, sales promotion, data-driven, advertising, video producing, and scriptwriting with the ability and skill set to provide creative, innovative, enthusiastic forward-thinking leadership in a team environment.

// CONTACT



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// EXPERIENCE

VILLAGETALK

Executive Video Producer/ Director Of Marketing

01/2016 - Present (Remote)

- Project manage and test the performance of landing pages, special promotions, content, and product placement to successfully acquiring new customers.
- Create concepts, scripts, and develop teams, for all Web, T.V, radio, and print campaigns.
- Execute corporate sponsorship/partnership proposals for mobile app and film series.
- Manage a team of 26, creating all B2B and B2C engagement, PPC, SEM & SMM. marketing campaigns, as well as the development, technical, and implementation of a new mobile App.

PEARSON

Associate Director Of Marketing

10/2018 - 02/2019 (Contract)

- Developed and worked with various internal/external teams to identify, manage, and deliver the design & deployment of partner opportunities, account management, marketing strategy, messaging, creative, project, and identity management.
- Provided marketing client service management by creating synergies with internal teams and Academic partners which empower us to exceed our objectives.
- Managed communication projects for various components of the marketing life cycle and services. Created buy-in from multiple clients in a collaborative cross-functional environment
- Provided academic partner planning, implementation, development insights, and marketing strategy for 3 universities which helped enable internal & external teams to deliver results that exceed objectives.

ADVERTISING IN FLORIDA

Executive Video Producer / Director of Marketing

02/2015 – 08/2018

- Produced and project managed all video marketing campaigns for 27 clients, from social media projection, engagement, strategy, and implementation of sales, analytics, and media buying. Managed resources, tasks, contracts, scope, and budgets for large projects in the context of large enterprise-wide technology initiatives.
- Created a structure for past/present/future customer engagement and retention programs.
- Managed and synthesized information from web analytics, changing business goals, and emerging web content practices to continually optimize content effectiveness and SEO discoverability.
- Scripted/Wrote/Directed over 60 advertising and video media projects. Directed & managed the development of interactive, direct marketing, media, creative, sales promotion, and PR strategies. Manage all daily email operations from A/B split testing, copy-writing, and the creation of sales and marketing funnels.

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// EXPERIENCE (CON'T)

THE NORTHSTAR GROUP (New York)

Director of Video Production

The Source Magazine / Jones Magazine / Black Girls Rock

01/2010 – 11/2014

- Developed, wrote, produced, directed and project managed 26 new shows for The Source Magazine, 38 new shows for Jones Magazine, created marketing strategies and branding around each new show, project managed a team of 62 across 3 brands.
- Managed and owned all digital content to ensure business objectives and audience goals between shareholders, while adhering to the brand and content style guidelines.
- Managed all trade show marketing and promotional conference events engaging with current and prospective clients.
- Created expense forecasting for investors and advertisers.

// EDUCATION

ASSOCIATE OF MARKETING

1990 - 1992

Kingsborough Community College

BACHELOR OF MARKETING COMMUNICATIONS

1992 - 1994

City University of New York

// SKILLS

- Lead cross-functional teams and managing budgets, analytics, and agencies working in agile/scrum environments.
- Relationship proficiency with the ability to build rapport across the various business units.
- Great client management of creative and digital agency partners.
- Proven track record in engagement messaging and storytelling.
- Developed and designed and managed a little over 500 websites.
- Proven track record achieving revenue goals using digital video and marketing campaign automation strategies.
- Experienced director, video editor, writer, producer.

// TOOLSET

- Ms Office
- Adobe After Effects
- Adobe Photoshop
- Adobe Premiere Pro
- Clickfunnels / Groovefunnels
- Hootsuite
- Active Campaign
- Jira
- Asana
- Sendgrid
- Final Cut Pro
- Google Analytics
- Marketing Cloud
- Trello
- Wordpress