





# JAMIE BARROWS

MARKETING + DESIGN PROFESSIONAL

## CONTACT

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## EDUCATION

### Bachelor of Science in Advertising and Marketing Communications

Johnson & Wales University

### Associate's Degree in Fine Arts

Community College of Rhode Island

## PROFESSIONAL SKILLS

- Highly Organized
- Calm Under Pressure
- Willing to Learn New Skills
- Adaptable and Openminded
- Capable of Working Both Independently and Part of a Team

## WORK EXPERIENCE

### Marketing Analyst

Bradford Soap Works | Personal Care Product Manufacturer  
January 2021 - Present

**Strategic Leadership:** Own Bradford's marketing department, reporting to the Vice President of Innovation. Develop and lead comprehensive marketing and communications strategies in collaboration with Research & Development, Sales, and C-suite executives, ensuring cohesive messaging and prioritization across all channels.

**Sales Enablement:** Design and participate in the delivery of customized sales and innovation presentations, directly enhancing business development and driving higher customer engagement. Regularly develop marketing qualified leads (MQLs) through strategy research, networking events and trade shows, and by communicating project opportunities within already established customer relationships.

**Social Media Growth:** Drove a 26% year-over-year increase in social media followers, and most notably, over 40% engagement boost on LinkedIn through strategic campaigns, engaging copy, and strong visual content. Manage end-to-end social media strategy, content creation, and performance analytics.

**Website Optimization:** Increased website traffic by 6% through SEO strategies, redesign of key pages, implementation of consistent blog publication, and social media calls to action.

**HubSpot CRM Implementation:** Spearheaded the implementation of HubSpot CRM to address sales and marketing challenges, including launching the company's first email campaign and KPI tracking system.

**Content Creation:** Develop engaging copy, video content, and static design assets for a wide range of marketing materials (printed collateral, ads, digital newsletters, annual reports, press releases, sales presentations, websites, email campaigns).

**Market Research & Segmentation:** Develop long-term, market segmentation and organic growth plans through deep research, effective organization, strong time management, and inter-departmental collaboration.

## TECHNICAL SKILLS

### Adobe Creative Cloud

Illustrator, Indesign, Photoshop, Express, Premiere Rush, Acrobat

### Microsoft

Word, Powerpoint, Excel, Teams, Outlook, OneDrive, Sharepoint

### CRM and CMS

Mailchimp, Hubspot, Agorapulse, Hootsuite, Sprout Social

### Web Management

Wordpress, Kentico, Squarespace, Wix, Google Analytics

### Additional Platforms

Canva, Smartsheet

## CERTIFICATIONS

### Capital Market, ESG Responsibility and Regulation Certificate

### Climate Risk and Decarbonization Certificate

Greater Providence Chamber of Commerce

### Hootsuite Platform and Social Marketing Certifications

Hootsuite

## HOBBIES



Reading



Exercise



Cooking



Art

## WORK EXPERIENCE (CONTINUED)

**Industry Insights:** Conduct ongoing, in-depth research on industry trends in the skin, beauty, and personal care sectors. Provide valuable insights to inform product innovation efforts, leading to an increased product portfolio and sales opportunities. Use qualitative and quantitative data to develop content and communications which convey thought leadership, positioning the brand as an industry expert.

**Freelance Staff Management:** Manage all external contractors who hold specific expertise in website development and optimization, graphic design, videography, and marketing strategy.

**Photography & AI Utilization:** Execute product photography shoots with advanced staging and post-shoot editing, harnessing evolving AI platforms as needed.

**Cross-Functional Adaptability:** Assume additional roles in purchasing, event and travel coordination, volunteer initiatives, and Human Resources' company culture initiatives.

### Marketing Coordinator

Arpin Group | Worldwide Corporate Relocation Agency  
February 2019 - January 2021

Designed marketing materials (collateral, logos, ads) for domestic and international brands, ensuring brand consistency. Managed social media content creation and strategy, growing brand & audience.

Wrote and edited copy (press releases, email campaigns, etc.) maintaining brand voice and message accuracy.

Managed event coordination (charity, trade shows) and fundraising, showcasing organization and community engagement.

### Art Department Manager

Rustic Marlin Designs | Home Decor Manufacturer (Start-Up)  
September 2016 - February 2019

Led a dynamic team of full-time and seasonal artists and designers, cultivating a collaborative and innovative work culture to drive creativity and productivity.

Efficiently orchestrated daily production and staffing schedules, ensuring seamless operations and optimal resource allocation.

Performed pre-press operations and implemented advanced color correction techniques for flatbed UV-printed home décor items.

Utilized advanced image manipulation techniques to enhance direct-to-consumer and wholesale product proofing processes, facilitating efficient and accurate design reviews.

Pioneered innovation by conceptualizing and developing fresh, captivating products while refreshing existing designs to meet evolving market trends and customer preferences.