

JUSTIN PHILLIPS

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LINKEDIN.COM/IN/PHILLIPS-J

OBJECTIVE STATEMENT

Digital Marketing Specialist with 6+ years of experience driving brand growth through strategic email marketing, graphic design, SEO, and multimedia content. Known for leading projects from concept to execution, collaborating closely with stakeholders, and improving engagement through clear messaging and creative solutions. Combines technical expertise with strong communication and leadership skills.

SKILLS

Digital Marketing & Strategy: Marketing campaigns and automations, branding, AI-driven optimizations, content strategy

Web, SEO & Analytics: WordPress, SEO optimization, web content management, keyword optimization

Multimedia & Production: Video production, podcast production, A/V production, set design, drone videography

Project & Team Leadership: Project planning and execution, cross-functional collaboration, task delegation, team coordination

WORK EXPERIENCE

MULTIMEDIA SPECIALIST

7/2023 - PRESENT

GATEWAY FINANCIAL PARTNERS — GLASTONBURY, CT

- Implemented targeted email marketing campaigns, improving advisor-client engagement rates.
- Created SEO-optimized blog posts and web pages to enhance search engine rankings.
- Conducted strategic marketing consultations with advisors, resulting in tailored brand strategies.
- Increased advisor and company branding visibility through innovative design and content creation.
- Produced multimedia content to support dynamic marketing campaigns and client acquisition.
- Managed quarterly team goals by breaking down projects, assigning tasks, and creating action plans to guide execution.

GRAPHIC DESIGNER

3/2022 - 7/2023

NORCOM MORTGAGE — AVON, CT

- Enhanced brand presence with email marketing initiatives, achieving higher customer retention rates.
- Collaborated with leadership to design impactful email blasts and presentations.
- Coordinated multi-state video shoots, producing promotional materials for diverse audiences.
- Developed and managed web and graphic content to support dynamic marketing goals.
- Utilized project management software to ensure timely delivery of marketing campaigns.
- Captured drone footage to elevate event marketing campaigns.

GRAPHIC DESIGNER / MARKETER - PART TIME

10/2019 - 3/2022

IVY TECH COMMUNITY COLLEGE - INDIANAPOLIS, IN

- Designed and implemented marketing materials, increasing student engagement and enrollment.
- Managed campus-specific campaigns, tailoring messaging to target audiences effectively.
- Produced web and print collateral to support recruitment and retention objectives.
- Collaborated with cross-functional teams to align marketing efforts with institutional goals.
- Optimized project workflows, meeting strict deadlines for multi-channel campaigns.

EDUCATION

BACHELOR OF SCIENCE IN COMPUTER GRAPHICS TECHNOLOGY

2021

PURDUE SCHOOL OF ENGINEERING AND TECHNOLOGY | INDIANAPOLIS, IN

PROFESSIONAL CERTIFICATE IN PROJECT MANAGEMENT

2023

COURSERA | GOOGLE

VOLUNTEER

YOUTH PASTOR

6/2024 - PRESENT

HILLSIDE COMMUNITY CHURCH — BRISTOL, CT

- Led a team of volunteers weekly to facilitate engaging youth activities, fostering engagement and connection.
- Presented relevant messages and discussions, enhancing spiritual growth and community engagement.
- Created impactful messages, presentations, and visual aids to communicate key lessons effectively.
- Organized activities, events, meetings, and marketing efforts, increasing visibility and participation.
- Provided valuable feedback and mentorship to volunteers, improving teamwork and leadership development.
- Revamped systems and processes, driving efficiency, productivity, and achieved 100% attendance growth.