

Jessica M. Sutherland

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Skills

- Marketing Strategy
- Leadership
- Analytical Skills
- Digital Marketing
- Project Management
- Finance & Budgets
- Creative Services
- Customer Relationship Management
- Communication
- Revenue Operations
- Branding
- Agile & Collaborative

Career Experience

Director of Marketing, Collins Family & Elder Law Group Feb 2022 to March 2023 (Consultant)

My work focused on creating, planning, and implementing a marketing and sales strategy. I led all marketing initiatives, including a firm rebrand, developing standard operating procedures, and optimizing the CRM. I also oversaw all sales initiatives, including restructuring roles, hiring new associates, crafting the customer journey and sales funnel, setting company KPIs, and creating reports to measure performance.

- Led brand merger of Family Law and Elder Law silos into one cohesive brand.
- Increased lead volume by 65% and consultations by 70% in 2022 compared to 2021.
- 63% increase in new users to the website practice pages by implementing an SEO strategy.
- Introduced revenue operations to the firm and led the day-to-day operations for sales and marketing.
- Assembled a sales team of 5, trained, and provided strategic direction and support to the team.
- Provided creative direction and shaped the content for marketing collateral for advertising, media relations, events, blogs, email, Google Ads, and social media campaigns.

Director of Marketing & Training, 5/ten Management Apr 2018 to Sep 2019 (Affiliation Dissolved)

Guided all marketing and training strategies for affiliate of Ram Realty Advisors and portfolio of commercial, mixed-use, and multifamily real estate assets (across NC, SC, and FL), managing 10+ \$150K property budgets and corporate budget. Focused on creating the go-to-market strategy for each asset (start-up environment).

- Developed and implemented the brand vision for 5/ten Management, overseeing the marketing initiative across all marketing platforms (social, digital, public relations, and print) for B2B & B2C.
- Saved \$200K+ by overhauling media strategy while increasing qualified lead volume by 40%.
- Transitioned a portfolio of websites to a new system. Introduced a CMS and oversaw the development of the company website.
- Increased engagement by 50% by implementing marketing automation, reputation management, and social media platforms.
- Developed company training program, facilitated the training of business managers and sales team.
- Speaker at Apartmentalize, National Apartment Association (NAA) premier national multifamily conference in San Diego, California.

Director of Marketing, Ginkgo Residential Jan 2016 to Apr 2018

Responsible for all marketing initiatives for the firm and across 30 assets (5,500+) multifamily units in VA, NC, and SC. Developed the go-to-market strategy for each asset and all corporate marketing campaigns and communications. Supervised marketing assistant and managed external partners and agencies.

- Led full rebrand for portfolio of Southeast assets; partial rebrand for new corporate Ginkgo identity.
- Saved \$80K in yearly costs by restructuring media strategy- improving qualified lead capacity by 25%.

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- Reduced costs by \$25K yearly, restructured call center and lead-tracking platform.
- Migrated 30 websites to a new system, implemented a social media program, and streamlined reviews by launching a reputation management software. Served as interface manager/trainer for all marketing-related software.
- Launched "Ginkgogreen," a marketing campaign to support the company's eco-friendly initiatives.
- Developed company policies, partnering with HR, training, accounting, and project management.

Regional Marketing Manager, Fairfield Residential

Dec 2012 to Jan 2016

Led all marketing initiatives for a portfolio of 40 assets, spanning 12K+ multifamily residential units in a five-state region (MA, CT, NH, RI, and FL) and supported firm's objectives. My focus was on marketing strategy and campaign development and implementation across websites, social media, email, advertising partnerships, Google Ads, blogs, reputation management, print, and more.

- Conceived and managed the creation of an internal digital marketing hub and store.
- Selected as a speaker for the Multifamilypro Brainstorming conference in Reno, Nevada.
- Trained and motivated 120+ sales associates, traveled nationwide to conduct training seminars.
- Assisted asset managers, division vice presidents, regional property managers, and property managers in creating management proposals and completing asset acquisitions and dispositions.

Marketing Representative, Ginkgo Residential

Nov 2009 to Dec 2012

Guest Services Manager, A+ Accommodations & Relocation, Inc.

Oct 2007 to Nov 2009

Leasing Manager & Marketing Associate, UDR

Nov 2004 to Oct 2007

Education

Bachelor of Business Administration • Major in Finance & Minor in Professional Sales
The University of Toledo, Toledo, OH

Affiliations & Volunteerism

Family Selection Committee Member, Habitat for Humanity, 2004 to Present
Greater Charlotte Apartment Association Outreach Committee Member (5 years as secretary), 2006-2019
Volunteer, The Relatives (Youth Center), 2015 to 2019
North Star Reading Mentor, Charlotte-Mecklenburg Schools, 2016 to 2018
Greater Charlotte Apartment Association Lyceum Graduate, 2017
Charlotte Chamber of Commerce SouthPark Committee Member, 2010-2012