

GREGORY BAILEY

gregbaileyportfolio.com

gregbailey617@gmail.com

Graphic Design

Print and Digital
Photoshop, Illustrator, InDesign
Copy write

Campaign Management

Print and Digital Campaigns
Google Adwords

Website Management

Wordpress
Content Creation
Basic HTML, CSS

Video Design

Video Editing
Video Compositing
Premier and After Effects

List Management

Native database, Access and
Excel

Data Collection

Google Forms
Survey Money

Coverage Analysis

Google Analytics
Tracking Parameters

Education

Rowan University, Glassboro, NJ
May 2004

Bachelor of Science, Business
Administration, Specialization in
Marketing

Dean's List, Magna Cum Laude,
Beta Gamma Sigma Honor Society

Employment History

Marketing Director

ProPhoenix Corporation, Moorestown, NJ
Aug 2019 – Present

- Manage digital marketing plans and campaigns
- Develop content for all marketing materials
- Manage website
- Social media content management and posting
- Develop keywords, descriptions and strategies for Google Ads Campaign
- Email marketing campaign management and implementation
- Marketing material design and copy write

Marketing, Communications & Membership Manager

Northeast Spa & Pool Association, Trenton, NJ
Dec 2006 – May 2012

- Writer and editor of monthly newsletter and copy editor of trade publication
- Developed and scheduled all promotional materials and communications
- Managed marketing and PR campaigns
- Recorded and transcribed monthly Board of Director Meeting notes
- Created and analyzed membership surveys
- Managed membership program to gain and retain membership
- Media planner and manager of print advertising for annual trade show

Assistant Media Planner

Scheer Advertising Group, South Orange, NJ
Dec 2005-Dec 2006

- Developed recommended media outlets, timing, and media plans
- Performed cost/sales and sales trend analyses to determine efficiency of each media outlet
- Executed post analysis reports, and analyzed media buys to ensure advertising goals are met
- Developed and presented reports for upper level management and clients

Safety Director

NJ Field of Dreams Off-Road Racing Facility, Millville, NJ
Aug 2014 – Aug 2019

- Supervisor and manager of on track safety staff
- Daily track operations management
- Develop and distribute marketing materials
- Build relationships with business partners such as dirt bike retail establishments