JAMEY PLUMLEY

MARKETING EXECUTIVE | Brand Strategy · Marketing Operations · Growth · AI-Enabled Teams

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EXECUTIVE SUMMARY

Senior marketing executive and strategic partner to leadership with 10+ years of owning brand, growth, and communications for large organizations and a founder-led agency serving hundreds of clients. Builds marketing into a disciplined business function: sets strategy, aligns resources to priorities, installs operating rigor, and develops high-performing teams that deliver measurable results. Experienced in the complexity of large, multi-department organizations: many internal business units with competing priorities, high-volume campaign calendars, and audiences in the tens of thousands. Proven turnaround leader and AI-forward operator who uses technology to accelerate delivery, sharpen accuracy, and scale output without scaling headcount.

- **Scale:** Led large, cross-functional creative and marketing organizations; founded and scaled a full-service agency with full P&L ownership.
- **Turnaround:** Transformed an underperforming department into a consistently on-time, high-output team in 6 months.
- **Results:** Delivered record-high turnout for an organization's flagship annual events, the largest in its history; grew agency client web traffic 300%+.
- **Innovation:** Embedded AI across research, content, analytics, and workflows to drive speed, accuracy, and efficiency.

CORE COMPETENCIES

Marketing Strategy & Annual Planning · Brand Architecture & Governance · Go-to-Market & Integrated Campaigns · Marketing Operations & Resource Allocation · Org Design & Leadership Development · Change Management & Turnarounds · Digital & Paid Media (SEO/SEM, Meta, Google) · CRM & Marketing Automation · Analytics & ROI · Audience Research & Segmentation · Budget & Vendor/Agency Management · Executive Advising & Stakeholder Alignment · AI Adoption & Digital Transformation

PROFESSIONAL EXPERIENCE

Senior Director, Marketing & Communications | Cornerstone, Chandler, AZ **Nov 2025 – Oct 2026**

Marketing leader for a large, multi-department organization, owning brand, marketing, video, and digital for every business unit; led a team of 7 and advised senior leadership.

- **Drove record-high turnout** for the organization's two flagship annual events, the largest in its history, through integrated multi-channel go-to-market campaigns.
- **Led a department turnaround in 6 months,** redesigning the org structure, separating creative leadership from project management, instituting SOPs and intake governance, upgrading talent through targeted hires, and realigning roles to strengths, eliminating chronic missed deadlines and backlog.
- **Architected an enterprise prioritization model** (four tiers, A–D service packages) that aligned creative capacity to organizational priorities; secured adoption from every department head and centralized intake.
- **Advised senior leadership on brand repositioning,** authoring a data-driven strategy brief on national audience trends to make the case for reaching Gen Z and Millennial audiences.
- **Championed AI transformation,** embedding AI into research, copywriting, strategy, and web development to increase speed and accuracy, and planning the team-wide rollout.
- **Built the business case to in-source web development** from an outside agency to gain speed, control, and cost efficiency.
- **Designed the customer experience and lead-capture strategy for a 15,000+ attendee public event,** using CRM-powered registration and priority access to convert new visitors into a year-round audience.

Executive Marketing & Creative Arts Director | Zion City, Tucson, AZ **Jul 2024 – Nov 2025**

Executive over brand, media, communications, and creative services for a large, multi-department organization; 7+ direct reports.

- **Led a large, cross-functional creative and marketing organization** spanning multiple departments, setting strategy, priorities, and standards for all creative output.
- **Restructured creative departments for efficiency and scale,** defining roles, instituting SOPs and workflows, hiring key talent, and aligning existing team members to their strengths.
- **Launched a new professional networking initiative to market,** building its brand and creative platform from concept to launch.

- **Directed integrated campaigns** across digital, social, email, and traditional channels to grow audience engagement and revenue.
- **Owned marketing budget allocation and agency/vendor relationships;** built the internal communications strategy that unified marketing across the organization.
- **Built leadership bench strength** through structured mentorship of supervisors and emerging creative leaders.

Founder & Creative Director | Gova Creative, San Antonio, TX **Jan 2019 – Dec 2024**

Full-service marketing agency serving law firms, manufacturers, technology companies, real estate brokers, and growth-stage businesses.

- **Founded and scaled the agency with full P&L ownership,** leading business development, client strategy, and delivery for hundreds of clients with a strong record of successful campaigns.
- **Built ROI-focused, multi-channel growth programs** integrating SEO, paid media, web, social, video, and print; grew client website traffic 300%+.
- **Led go-to-market launches for new organizations,** including TAMA, a Texas manufacturing association (brand identity, website, and social presence), and a complete brand and e-commerce launch for another client.
- **Directed growth marketing for a subscription health app,** managing the product and campaigns that drove user acquisition and engagement.
- **Built the agency's operating model** (project management systems, automation, and client analytics dashboards) and hired, led, and developed a team of 2–8 employees and contractors.

Marketing, Creative & Production Director | Life Point, San Antonio, TX **Sep 2017 – Jan 2019**

- **Partnered with executive leadership** to centralize marketing and unify brand identity under one function.
- **Ran omnichannel campaigns** across digital, print, PR, and events to grow audience reach and revenue.
- **Established brand governance standards** and implemented analytics to track campaign performance and inform strategic planning.

Marketing & Communications Director | Timberlake, Seattle, WA **Aug 2016 – Aug 2017**

- **Led marketing and communications** for a five-location organization with 50+ staff.
- **Advised executive leadership** on brand, revenue communications, and audience engagement; built internal communication systems and managed external video, design, and print vendors.

EDUCATION

Bakersfield College — Coursework in Digital Art

TECHNOLOGY

Claude AI · Google Ads · Meta Ads Manager · Google Analytics (GA4) · Google Search Console · CRM & Database Platforms · WordPress/Elementor · AWS · Notion · Adobe Creative Cloud (Photoshop, Premiere Pro, Illustrator, InDesign, After Effects, Lightroom)