



JILL ADAMS

Vice President of Marketing

resume

Jill Adams

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MARKETING EXECUTIVE

Jill Adams successfully combines the disciplines of branding, marketing, and advertising with a passion for disrupting the conventional and sparking innovation. Often described as resourceful, strategic, intuitive, keenly observant, Jill is an entrepreneurial spirit with the ability to analyze and evaluate complex marketing concepts while looking at the “whole picture”.

Summary of Qualifications

- Apply innovative marketing and advertising strategies to increase brand recognition, market penetration and company profitability
- Keenly astute and able to recognize marketing opportunities to produce a copious ROI
- Significant experience in developing and executing strategic plans and managing projects from inception to successful completion
- Exceptionally well-organized with a track record that demonstrates self-motivation, creativity, and initiative to achieve both personal and corporate goals
- Able to establish a team-spirited environment through positive and proactive leadership
- Extremely successful forming strategic alliances for cross promotional purposes with industry leaders
- Effective communication skills oral and written with polished presentation and interpersonal skills

Professional Experience

Vice President of Marketing 2013-Present

A New Way 2 Move (national television series & leader in senior wellness), Fort Lauderdale, FL

Lead all marketing divisions including national multimedia, organic and paid SEO, product strategy, advertising campaigns, and PR initiatives to drive sales and brand recognition

- Took A New Way 2 Move brand from regional to national penetration reaching over 65 million households in the US
- Implemented a successful “quantitative approach” marketing strategy utilizing forecasts, demographics, analytics, segmentation, product metrics, and cost analysis to reduce costs and increase profitability
- Provide oversight for planning, developing, and execution of all marketing and promotion initiatives for A New Way 2 Move brand and products
- Lead marketing, sales, and public relations teams with proven growth strategies as well as collaborate with client team to increase brand awareness and customer loyalty

Director of Marketing

2012-2013

Trump International/ Dezer Collection/ Dezer Platinum, Miami, FL

resume

continued

Director of Marketing

2012-2013

Trump International/ Dezer Collection/ Dezer Platinum, Miami, FL

Directed public relations, marketing communications, promotional events, advertising, and sales team for the Dezer group of companies

- Formed strategic alliances for cross-promotional purposes with industry leaders including: Red Bull, Costco, Bloomingdales, Florida Marlins and IMAX theaters
- Directly responsible for increasing revenues and visitor traffic tenfold
- Led all public relations efforts resulting in coverage by CNN, Orbit, Ocean Drive and others
- Significantly contributed to further global outreach by hosting key international groups from Brazil, Canada, South America, and the UK
- Identified and managed organization's key external business partner relationships
- Managed press coverage, celebrity outreach, and special promotional activities
- Created all sales collateral and promotion pieces

Director of Marketing

2004-2012

DBF (senior wellness), Baltimore, MD

Created and implemented marketing, advertising, promotion, and business development strategies for an innovative wellness company.

- Established strategic marketplace vision by defining and driving marketing plans
- Tracked and interpreted performance metrics of all advertising and marketing efforts
- Expanded market segment by capitalizing on the opportunity to service additional demographics including: Baby Boomers and Seniors
- Increased company recognition by implementing the following initiatives: internet marketing, social media, print newsletters, health fair participation, community events, local and national advertising, direct mail, press releases, senior fitness workshops, web sites and corporate wellness programs
- Coordinated events such as: trade shows, seminars, and speaking engagements
- Created all sales collateral and promotion pieces

Early Career:

Store Manager, EXA

2002-2004

Walgreen Co, Baltimore, MD

Performed all aspects of managing a retail establishment including customer relations, maximizing sales and profitability, balancing daily deposits, hiring, firing, scheduling employees, loss prevention, and managing inventory

- Managed and trained team of 20 employees.
- Participated in the development and management of retail pricing structures
- Merchandised products to increase optimal profits

Education

BA, Dual Major: Marketing & Applied Psychology, Indiana University of Pennsylvania 2000
Dean's List recipient

Technical Skills

Extremely proficient in Trumpia, CRM Platforms, Google Analytics, Microsoft Office: Word, Excel, Outlook, Power Point, Publisher and an expert in all social media platforms including: Facebook, Twitter, Periscope, YouTube, Instagram.



**Most
Recent**

Accomplishments

Vice President of Marketing

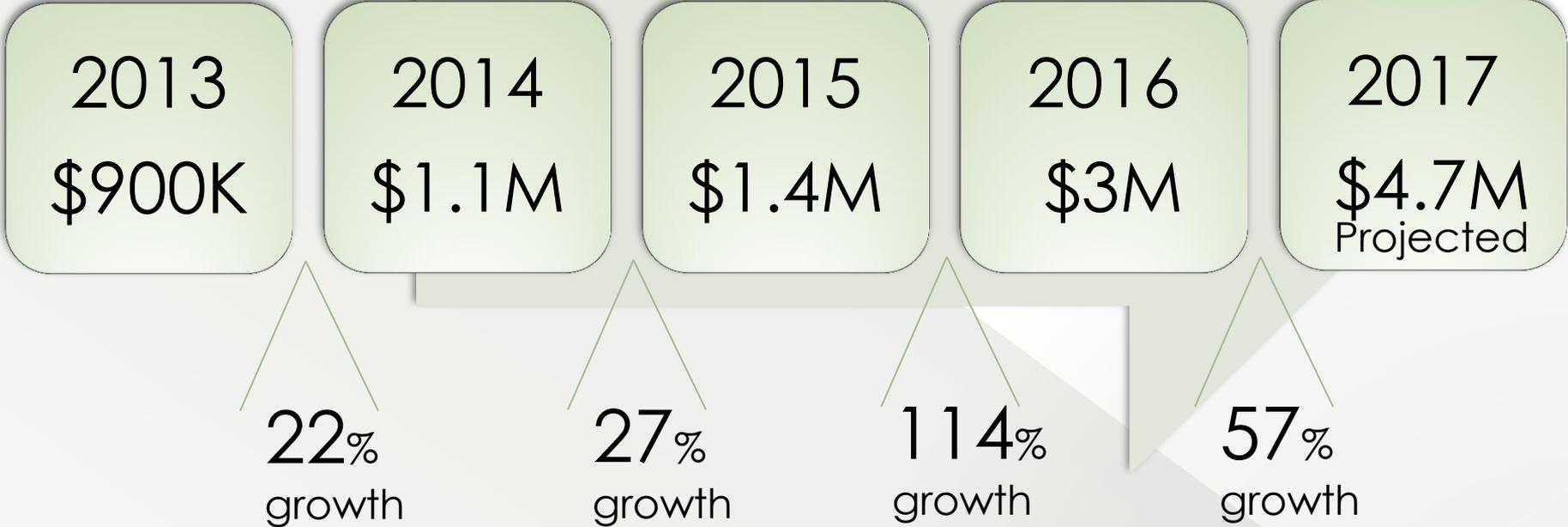
I began working for Vitality Enterprises in November of 2013 as the VP of Marketing. The annual sales were approximately \$900K and today we project \$4.7M by the end of 2017 that is over 422% growth in 3 years. When I began I knew I took on a challenge because the company was very small but I could see the potential. They had an amazing product and the perfect target demographic for the area so I got to work. Since I was given a small marketing budget I knew I had to come up with creative ways to maximize every dollar. I soon realized that it was the owner's charisma and knowledge that drew the customers and made them want more. So I had to figure out a way to multiply him and develop him as the brand. That is when *A New Way 2 Move* was born. *A New Way 2 Move* is a senior exercise television show that was fully funded by a \$200K sponsorship I secured to cover the cost of production. Staying within the sponsorship budget, we filmed 22 episodes and 3 senior exercise DVDs. The show began airing on the first national network in early 2016 reaching over 40 million households. About 1 year later, in early 2017, *A New Way 2 Move* is now on its second network reaching an additional 25 million households covering nearly the entire US. Along with the show came the development and sale of senior related products, conferences, guest appearances, and much more. Over the past 3 years, I have:

- Increased sales from \$900K to \$4.7M in 3 years
- Expanded the company from regional to national by creating the television show *A New Way 2 Move*
- Established online, catalog, and television (short form) sales
- Implemented Salesforce and Trumpia an automated marketing “drip” system
- Expanded the target demographic
- Provided oversight for planning, developing, and execution of all marketing and promotion initiatives for *A New Way 2 Move* brand and products
- Redeveloped company website
- Reduced cost per acquisition (CPA) to 12% of customer lifetime value (average across channels)

Growth



Hired Nov
2013





JLTV



A NEW WAY 2 MOVE

SATURDAY AND SUNDAY 7:30AM ET

Say “goodbye” to boring exercise routines, and say “hello” to A New Way 2 Move. Hosted by Curtis Adams, the series provides the tools to achieve your own goals – whether it is running a 5K, being more flexible, or just keeping up your muscle tone and balance.



A NEW WAY 2 MOVE

Obtained sponsorship to produce 22 episodes of A New Way 2 Move. Now reaching over 65 million households - Cost to company \$0



A NEW WAY 2 MOVE

Consulting

I consulted with Henry Fernandez Ministries on a voluntary basis beginning in 2014. Henry Fernandez Ministries has a 5,000 member congregation with worldwide partners. They needed direction in the areas of social media and conversion of partners into donators. Over the past 3 years, I have:

- Increased their social media platforms by 9,412%+
- Increase social media engagement from 200 people per post to 30,000 per post
- Increased donations by 338% from 1.3M to 5.7M annually (does not include in-house church giving)
- Created a clear concise strategic plan for growth
- Set obtainable growth goals
- Implemented Trumpia an automated marketing “drip” system
- Implemented a Google Ad Words campaign
- Implemented Salesforce CRM
- Reduced wasteful spending on areas that were under performing
- Increased event attendance to consistently sell out (3,000+ seat theatre)
- Redeveloped company website and created landing pages for conversion

Social Media Growth 2014-2017

@ Henry Fernandez Ministries



Facebook

- **2,850% Growth 2014-2017**
- 2014- 7,114 followers
- 2017- **270,945 followers** and growing
- Advertising budget \$1,500 monthly



Instagram

- **9,412% Growth 2014-2017**
- 2014- 246 followers
- 2017- 23,400 followers and growing
- Organic growth \$0

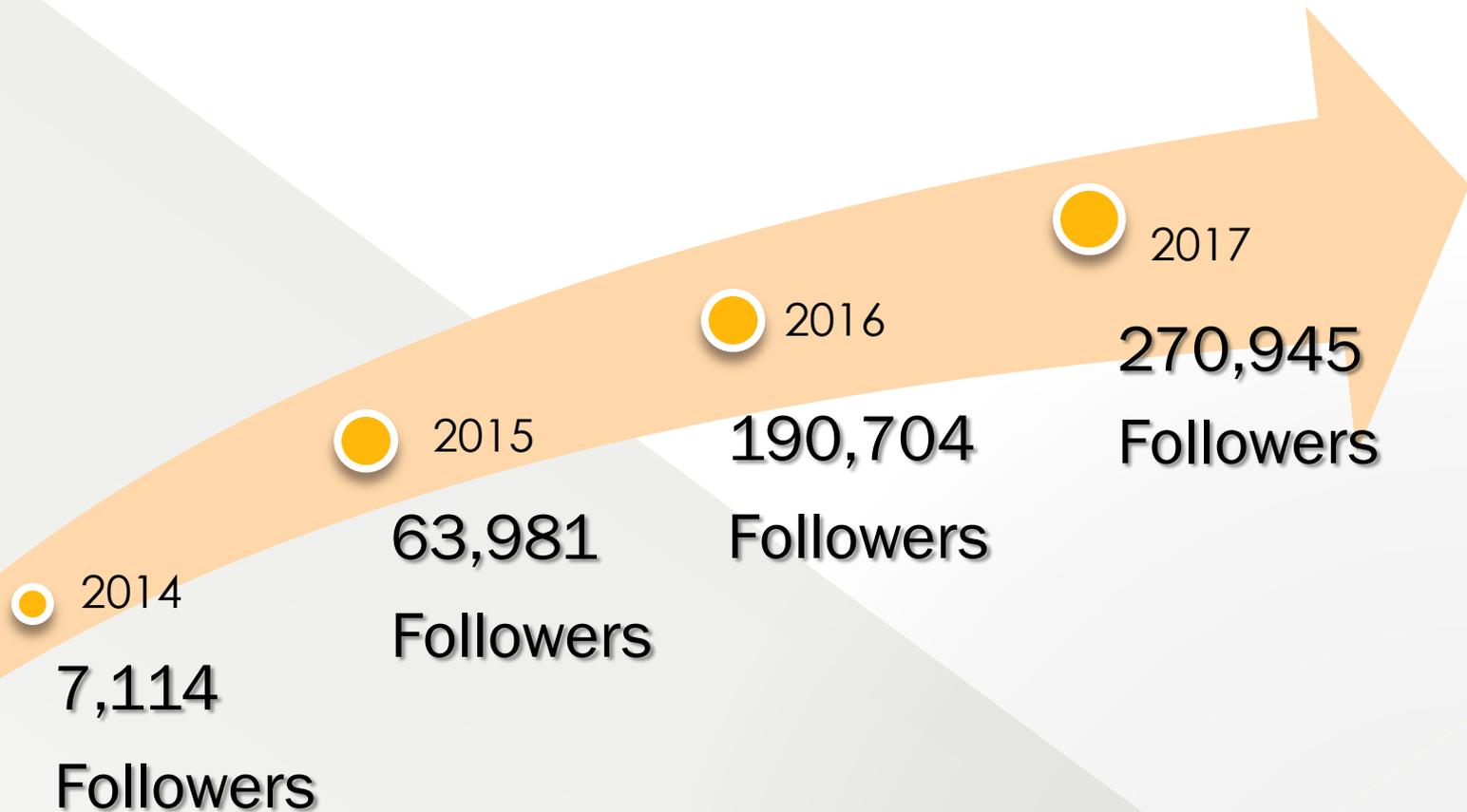


Twitter

- **836% Growth 2014-2017**
- 2014- 1,109 followers
- 2017- 10,300 followers
- Organic growth \$0

Facebook Growth: 2,580%

@ Henry Fernandez Ministries



* Facebook insights reports available on request

Overview of Accomplishments 2014- 2017 (3 years)

@ A New Way 2 Move

**Increased sales
422%**

From **\$900K to
\$4.7M** annually

Increased reach
from regional to **65
million** households-
Cost \$0

Reduced cost per
acquisition from
25% to 12%

@ Henry Fernandez Ministries

Increased
Facebook from
7,114 to 270,945
followers

Increased
donations by 338%
from **\$1.3M to**
\$5.7M annually