

# James Louis Washkau Jr.

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A performance-driven Marketing Director with a passion for innovation, problem-solving, and emerging marketing strategies. Has a comprehensive knowledge of all things paid content, technical implementation, team management, and marketing strategy.

## CORE COMPETENCIES

**Web Development and Coding:** HTML5, CSS, JavaScript, Python, SEO, CMS (Drupal, Wordpress, Webflow)

**Social Media Marketing:** Facebook Business Suite, Google Ads, X, TikTok, LinkedIn, Reddit, Snapchat, Sprinklr, Talkwalker, Sprout Social, Synthesio, Falcion.IO

**Data Analysis and Visualization:** Google (Analytics, Cloud, BigQuery, Looker), Tableau, Supermetrics, SQL, IBM Watson

**Digital Advertising:** Google (AdWords, AdSense), Verizon DSP, Xandr, Viant, Teads.tv, BannerNow

**Cloud Computing and DevOps:** Google Cloud, Google Compute, Amazon AWS & EC2, Docker, CentOS, Debian, Ubuntu, GitHub, Netsec

**CRM and Project Management:** Salesforce, Monday.com, Microsoft Teams, Slack

## AWARDS

**10th Annual Shortys Awards:** [We Got You: VISIT PHILADELPHIA](#) Launches Five-Episode Series To Reach Black Travelers

**9th Annual Shortys Awards:** [How Visit Philly Launched A New Social Media Platform](#) To Showcase Philadelphia In A Snap

**PR Daily's Video & Visual Awards:** [Flavors of Philly](#) Low-Budget Video (Under \$2,500)

**HSMIA Adrian Awards** To Visit Philadelphia

- Silver: From Viewer To Doer: Facebook Videos Inspiring Travel ([Flavors of Philly](#) series) in the Facebook Mobile Video category
- Silver: [We Got You](#): Inspiring Black Travelers To Visit Philly in the Multicultural Marketing category
- Bronze: [Behind the Eats: Philadelphia](#) in the Multimedia Series category

## PROFESSIONAL EXPERIENCE

### Director of Marketing

Sisu Aesthetic Clinics

December 2022 - Present

Remote

*A doctor-led aesthetic medicine destination offering a comprehensive range of the most advanced beauty treatments in the world—including Botox™, Dysport™, dermal fillers, and more. Where beauty and medicine intersect.*

Expanded Sisu Clinic's brand's presence in the United States, Ireland, and United Kingdom as the Director of an international marketing team.

- Planned, managed, and executed digital and analog campaigns to generate leads and increase conversions.
- Optimized the positioning of products for different market segments based on market research, customer feedback, product opportunities and new market developments.
- Identified and targeted market segments for new clinic launch messaging, cross-selling and upselling opportunities, and direct marketing efforts.
- Identified and leveraged new channels, list sources, and lead sources for focused marketing opportunities and sales support.

- Collaborated with Product, Content, Customer Experience, Studio and Marketing Analytics teams to maximize the effectiveness of marketing campaigns and retention efforts.
- Managed the development and distribution of promotional and collateral materials to support sales and marketing programs.
- Tracked and analyzed marketing program performance and adjusted strategy and tactics to increase effectiveness and marketing ROI.
- Reported on results to internal peers, cofounders, and business stakeholders.

### **Ad Operations Manager**

SRAX (Nasdaq: SRAX)

**September 2021 - July 2022**

Remote

*Specializes in proprietary SaaS, media, and event-based solutions aimed at publicly held businesses.*

Managed a mid-sized team of media traffickers to set up client social, display, and native campaigns. Supervised team's output, trained, and troubleshoot problems and issues that arose within the team.

#### *Digital Campaign Management*

- Analyzed performance-related data from both programmatic and social media campaigns
- Identified and implemented optimizations and strategies using a variety of available channels to enhance performance and drive clients' satisfaction
- Collaborated with Media Planners to deliver a Media Plan maximizing customer's budget and balancing the expectations and the potential results
- Implemented and managed data warehouse to report out to clients using Google BigQuery and Tableau

#### *Cultivating Client Relationships*

- Clients' first point of contact for all aspects of their Media Campaigns
- Conducted regular performance checks to identify areas for improvement and recommended campaign's enhancements to the Ad Operations/Marketing teams
- Conducted daily/weekly/biweekly & strategic reviews of campaigns with customers
- Knowledge of all aspects of industry and clients' business to generate meaningful insights and recommendations

#### *Stakeholder Management*

- Partnered with various internal and external campaign stakeholders to ensure successful and timely execution of digital campaigns
- Interfaced with internal ad operations teams to resolve issues and provide feedback on how to improve customer experience

### **Campaign Manager / Strategic Account Manager**

SRAX (Nasdaq: SRAX)

**May 2021 – September 2021**

Remote

Managed paid social, PPC, programmatic, and all other digital advertising platforms with total billings in excess of \$5M. Partnered with clients to ensure satisfaction by providing education on the media campaigns' capabilities, setting audiences, and optimizing results. Analyzed marketing campaigns' performance, implements optimizations using DSP and social media platforms, and communicates the campaigns' results back to the customers during recurring meetings.

### **Social Media Marketing Manager**

Visit Philadelphia

*Building image, driving visitation, boosting the economy...*

**July 2016 – June 2020**

Philadelphia, Pennsylvania

Responsible for managing Visit Philadelphia's social media paid distribution strategy and implementation. Curated, managed, monitored, and optimized the ads across all paid social channels. Was responsible for balancing inter-departmental priorities to implement coordinated paid social media campaigns for multiple programs across Visit Philadelphia's ten social media platforms.

*Paid Social Content Distribution*

- Managed social media campaign budget of over \$1M annually
- Analyzed trends and innovations in paid social media models and social networks
- Performed daily management of paid social media campaigns including campaign launches, budget management, bid management, analytic tracking and reporting, and optimizations
- Comprehensive knowledge of paid social tactics, bidding & optimization models, third-party tracking, audience targeting, and ad formats
- Curated content from various content creators, which were distributed across Visit Philadelphia's social media properties to drive traffic back to the sites and generate engagement
- Targeted appropriate audiences using social media advertising tools and worked with the Advertising team to procure all required campaign assets

*Measurement*

- Compiled monthly measurement reports using various analytics sources; adjust strategy based on findings
- Compiled wrap-up reports for each project and distributed to social media producers and partners

*Project Management*

- Managed all aspects of assigned projects: planning briefs, contracts, vendor communications, billing, measurement, tracking, etc
- Regularly communicated project success to C-Suite, Social Media Director, and various stakeholders

*Community Management and Outreach Support*

- Interacted with social media fans and followers in the voice of Visit Philadelphia by answering questions and responding to feedback
- Attended and managed on-site social media activations at events.
- Drafted in-kind social media sponsorship tactics
- Supported Visit Philadelphia and partner events via social media posts.

*Content Creation*

- Captured onsite content for creation & editing across Visit Philadelphia's ten social media platforms
- Worked & supported partners to share KPIs and conversions

**Digital Marketing Manager**

The Mann Center for the Performing Arts

*The region's premier outdoor summer performing arts venue.*

**January 2015 – July 2016**

Philadelphia, Pennsylvania

Responsible for the management, coordination, and execution of digital marketing strategy, content, and analytics encompassing, but not limited to: social media, manncenter.org, email marketing, online advertising, and ticketing processes.

- Managed, updated, and created content and platform upgrades on MannCenter.org, Mann Center mobile app, and social media networks, including up-to-date event-related information and facility information. Developed new pages on the Mann's website, modified existing templates to fulfill department needs and obtained or generated all appropriate artwork, written copy, and approvals while maintaining quality assurance.
- Designed, drafted, and edited emails on behalf of the Mann Center.
- Collaborated with departmental managers and stakeholders from Marketing, Programming, Development, Education, Operations and other departments.

*References available upon request.*

- Monitored digital channels for patron comments related to Customer Experience, Facilities, Programming, etc., and liaise with the appropriate departments to determine the best responses or actions.
- Encouraged online audience engagement and promotions. Innovated institutional engagement tactics, both traditional and digital. Developed and oversaw digital promotions related to performances.
- Identified and advised new emerging technology trends. Made recommendations on new features and applications relevant to the Mann's long-term goals and marketing strategies. Grew both digital and social channels.
- Produced regular reporting on digital marketing performance, highlighting relevant trends including open/click-through rates, web traffic, and conversions/revenue generated.
- Supervised Digital Marketing Interns
- Assisted on-site at performances with digital updates and assisted relationships with vendors
- Managed data for digital assets such as event photographs, logos, and marketing artwork.
- Designed and managed digital signage and digital collateral required for performances and departmental needs.

**Marketing and Government Sales Administrator**

**September 2012 – November 2014**

Swets Information Services, Inc.

Runnemede, New Jersey

*An \$800 million world-leading provider of technical and scientific information products and services.*

- Proposal manager for all North American Government subscription bids. Scouted for RFP and RFQ bid opportunities and ensured accurate and timely submission by working with the customer service team and management.
- Grew Swets' GSA (General Services Administration) sales by 60% by increasing awareness of participation to Government demographics through targeted marketing campaigns
- Implemented Salesforce.com Contracts Policy, creating a company standard to maintain account contracts in corporate Customer Relationship Management (CRM) application
- Reduced Lead Follow-Up Response Time to 48 Hours by developing a system to distribute leads from marketing promotions to sales teams and ensure appropriate follow-up actions were conducted.
- Developed and implemented Swets' first Quality Improvement Process to gather competitive intelligence and feedback on high-value RFP and RFQ responses.
- Assisted in the market launch of five new products by developing initial marketing collateral including product description, event graphics, email blasts, fact sheets, and landing pages.
- Designed Swets' first product-oriented Microsite for entrance into the medical market, including layout and coding.
- Supervised regional content on corporate website
- Performed presentations, webinars, and social media development

**FREELANCE CLIENTS & CAMPAIGNS**

**Serena Williams**

**Karma's World TV Series [Netflix]**

**Vote Run Lead**

**Perfectly You**

**Hello Alice: Your Small Business Path Made Simple**

**Skai Blue Media Inc.**

**EDUCATION**

**Temple University, Fox School of Business**

**Philadelphia, PA**

*References available upon request.*

