

JAMIE EMBREE

Digital Marketing,
eCommerce &
Web Development

5443 SE 35th Loop
Ocala, FL

p: 352.361.4843
e: jamie.eve.embree@gmail.com
w: JamieEmbree.com

SKILLS

LEADERSHIP

Successful management of Creative, Marketing, and Development teams for more than 10 years, including development of training and on-boarding procedures, ongoing creation and maintenance of organizational and department-wide white papers, and daily supervisory, mentoring and team-building duties.

DIGITAL MARKETING

Google AdWords PPC Campaigns - Search, Display, and Remarketing. Search Engine Optimization. Landing Page Optimization. Marketing Automation. Email Campaigns. Google Analytics and Webmaster Tools. Facebook, Twitter, Pinterest, Instagram, and LinkedIn marketing - including paid campaigns. Google Business and Google+. Banner Ad design and deployment. Inbound marketing. Content marketing. Extensive experience with reporting and automation tools like SEMRush, Moz, SpyFu, Hootsuite, Sprout, and more.

WEBSITE DEVELOPMENT

HTML/CSS, Bootstrap and mobile frameworks, jquery, .asp, ASP.NET, WordPress, multiple ecommerce platforms - Volusion, Shopify, ProductCart, WooCart, Big Commerce. Extensive experience with performance optimization and A/B testing.

GRAPHIC DESIGN

ADDY Award winning designer, recognized for excellence in Web Design, Branding, and Responsive Mobile experience. Proficient in Adobe Creative Suite, video storyboarding, and photography (including product photography).

EXPERIENCE

NETSOURCE TECHNOLOGIES, INC.
Ocala, FL

Creative & Marketing Director
06/2008 – present

Lead a team of specialized professionals that has grown from 3 to 11, including designers, front-end developers, SEO and PPC managers, Social Media marketers, and content writers. Direct, hands-on experience managing and coordinating client Online Marketing campaigns, including Pumpkin Masters, PAAS Easter Eggs, Deltona Corporation, and Baby Bling Street. Responsible for the development of overall Digital Strategies for clients ranging from RV and Trailer dealers to Punk Apparel retailers. Oversaw hiring, training, talent development, yearly employee reviews, and ongoing mentorship. Also responsible for the development and supervision of all internal marketing efforts including websites, landing pages, Social Media, SEO, Google PPC and Display campaigns, print collateral materials, company blogs, video production, trade show materials, email campaigns, and more.

NETSOURCE TECHNOLOGIES, INC.*Ocala, FL*

Web Designer

02/2006 – 06/2008

Responsible for end-to-end website development from proposal through client management, design, development, launch and training. Expertise includes HTML, mobile frameworks, CSS, JavaScript, jquery, Adobe Creative Suite, WordPress, wireframing, SEO, A/B testing, multiple eCommerce platforms including custom shopping cart systems, and a deep understanding of hosting and technical requirements.

RANEY'S TRUCK CENTER*Ocala, FL*

Marketing Director

01/2004 – 02/2006

Responsible for the development of all online and offline marketing materials, including the design and maintenance of the corporate website, print materials, billboards, photography, line cards, specials and flyers. Supervised the redesign of the company logo and brand style guide. Coordinated with the Sales and Purchasing departments to provide ongoing support materials.

EDUCATION**WELLESLEY COLLEGE**

BS, 1994 – 1998

Magna Cum Laude