

Jesse Denis

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Experience

Pacific54

[2022–present]

Performance Director

- Oversee a team of digital marketing professionals, including PPC specialists, SEO experts, content creators, and data analysts.
- Develop and execute performance marketing strategies for a diverse portfolio of clients, ensuring ROI-driven campaigns.
- Regularly analyze campaign performance, implementing data-driven optimizations to improve KPIs and client satisfaction.
- Manage advertising budgets across various platforms, including Google Ads, Facebook Ads, and LinkedIn Ads.
- Collaborate with clients to define goals, establish clear KPIs, and deliver comprehensive reports on campaign progress.
- Foster a culture of innovation and continuous learning, providing training and mentorship to team members.
- Spearhead new business acquisition efforts, including proposal development, pitching, and client onboarding.
- Oversee a team of digital marketing professionals, including PPC specialists, SEO experts, content creators, and data analysts.
- Develop and execute performance marketing strategies for a diverse portfolio of clients, ensuring ROI-driven campaigns.
- Regularly analyze campaign performance, implementing data-driven optimizations to improve KPIs and client satisfaction.
- Manage advertising budgets across various platforms, including Google Ads, Facebook Ads, and LinkedIn Ads.
- Collaborate with clients to define goals, establish clear KPIs, and deliver comprehensive reports on campaign progress.
- Foster a culture of innovation and continuous learning, providing training and mentorship to team members.
- Spearhead new business acquisition efforts, including proposal development, pitching, and client onboarding.

Content Manager

- Head of the organic content department to include: bloggers, social media specialists, SEO, and email marketers.
- Lead the content team in developing and executing content strategies for clients across various digital platforms, including social media, blogs, email, and websites.
- Conduct research on industry trends, keywords, and competitors to optimize content performance and engagement.
- Manage a team of content professionals and provide feedback and guidance to ensure high-quality content delivery.
- Collaborate with other departments, including design and SEO, to ensure content aligns with overall marketing strategies and goals.
- Monitor and analyze content performance metrics to optimize content strategies and identify areas for improvement.

Content Strategist

- Define Content Strategy For Clients From Ideation To Execution
- Create Content & Copy For Clients Websites And Promotional Landing Pages
- Analyze Keyword Data To Determine Best Course Of Action For Blog And Website Content
- Define Brand Voices & Personas For New & Established Clients

- Contributing To Client Blogs
- Management Of The Organic Media Department To Include SEO, Social Media, And Email

The Local Culinary

[2020–2022]

Marketing & Social Media Manager

- Developing Strategies For Each Brand To Meet Customer Needs, Boost Brand Awareness, Gain Followers, And Increase Orders
- Create Promotional Messaging And Products From Ideation To Execution
- Create Actionable Plans To Both Grow And Maintain Followers Through Social Media Platforms
- Performing Research On Current Benchmark Trends And Audience Preferences To Deliver Brand's Message In An Effective And Creative Ways
- Create Bi-Monthly Editorial Calendars For Instagram And Facebook
- Oversee Day-To-Day Management Of Campaigns And Ensure Brand Consistency
- Analyze Data To Determine Which Initiatives Work Best And Capitalize On This Information To Continue To Improve The Business, Increase The Number Of Followers.
- Edit Press Releases And Letters To Publications
- Create A Photo Bank/Stock For Each Brand

360 Strat

[2019–2020]

Copywriter & Content Strategist

- Define Brand Voices & Personas For New & Established Clients In Hospitality & Entertainment
- Create Content & Copy For Clients Websites And Promotional Landing Pages
- Develop Content Strategy For Social Media Platforms To Suit Clients' Needs
- Compose Client Newsletters For Customer Retargeting
- Write Press Releases To Announce Events & Promotions
- Author Verbiage For Facebook / Instagram / SEM Advertisements
- Generate Themes, Copy, & Verbiage For Print Advertising
- Drafting Letters To Secure Influencer Partnerships
- Ghostwriting Content Copy For Influencer Posts On Social Media
- Contributing To Client Blogs
- Management Of Social Media (Instagram) Accounts
- Product & Location Photography For Clients
- Lifestyle Photography Photo Shoots
- Live Event Photography (Concerts, Openings, Parties, Dinners, Etc.)
- Photo Editing Using Photoshop & Lightroom

Gentleman's Foundry

[2015–2019]

Founder/Vice President/SEO Writer/ Content Strategist/ Social Media Manager

- Building & Launching Brand From Ground Up To National B2C & B2B Sales (Men's Skin Care & Grooming)
- Amplified Website Visibility Through Generating/Editing/SEO Optimizing Blog Posts
- Develop Content Strategy For Blog & Social Media Platforms
- Assigning, Supervising, & Editing Writing Team For Website, Social Media, & SEO • Contributing To Blog
- Creation & Demographic Targeting For Facebook, Instagram, & Other Social Media Advertisements
- Composing & Targeting For Google Pay Per-Click Ad Campaigns
- Responsible For Tracking & Reviewing Web Traffic On Google Analytics
- Monitoring Campaigns On Google Ads
- Spearheading Seasonal Sales Campaigns & Pay Per-Click Ads
- Editing Of Product Images & Stock Photography For Social Media & Site
- Product Listing & SEO For Website & Online Marketplaces (Amazon, Bonanza, Ebay, Etc.)
- Headed Product Development (Including Branding & Naming Of Products)
- Run The Day-To-Day Operations Of Gentleman's Foundry Brand
- Experience In Working With Vendors & Manufacturers
- Production Of Gentleman's Foundry Beard Oil Line
- B2B & B2C Sales Experience
- Managing Order Fulfillment
- Experience Using Quickbooks (Accounting, Payroll, Etc.)

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- Develop Content Strategy For Social Media Platforms To Suit Clients' Needs
 - Author Verbiage, Demographic Targeting For Facebook /Instagram Advertisements
 - Product & Location Photography For Clients
 - Editing Of Product & Stock Photography For Social Media (Airbrushing, Adjusting Brightness, Cropping, Coloring, Contrasting, Etc.)
 - Teleconference With Clients To Plan Content, Ensure Brand Consistency, & Educate On Social Media Standards
 - Graphic Design Work – Recreating Company Logos From Flyers & Photographs

Journalistic Experience

Sherdog.Com
Contributing Reporter

[2011-2019]

-
- Produce Editorial & Journalistic Content, Reportage On Live Events & News In Combat Sports
 - Co-Host To Live Radio Programming & Podcasts Including Interviews, Pre & Post-Fight Analysis
 - Photographing & Filming Live Interviews, Open Workouts & Fighter Weigh-Ins For Website

MMAFrenzy.Com
Head Writer

[2012–2013]

-
- Generation Of Daily Journalistic & Editorial Content & Daily News Cycle Coverage
 - Live Event Reportage, Analysis, Conducting & Transcribing Interviews
 - Managing On-Post SEO For Daily News Articles

MMASpot.Com
Staff Writer

[2009–2012]

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- Generation Of Daily Journalistic & Editorial Content
 - Conducting, Filming Video, And Transcribing Interviews
 - Launched Website Twitter Account
 - Participated In & Transcribed Media Teleconferences

Education

Florida International University

[2004 – 2009]

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- 1.5 Years To Obtain Liberal Studies B.A. With A Concentration In English.
 - Minors In History & Philosophy
 - Completed FIU Film Certificate Program

Skills

Online Journalism, Copy Writing, Social Media, SEO Writing, Blogging, Content Management, Content Writing, Editing, Branding, Content Strategy, Social Media Strategy, Pay Per-Click Advertising, Web Traffic Analytics, Interviewing, Basic HTML, Digital Photography, Digital Photo Airbrushing & Editing

Proficiency

AHREFS, Spyfu, ChatGPT, SEM Rush, Frase.io, Wordpress CMS, Microsoft Word, Canon Cameras, Adobe Photoshop, Adobe Lightroom, Yoast SEO, Facebook Advertising, Google Adwords, Google Analytics, Google Share Drive, Google Docs, Quickbooks, Google Data Studio, Slack, Sprout Social, Hootsuite, Wetransfer, Dropbox, Mac Computers, Paypal, Paypal Here, Excel, Skype, Wrike, Garageband Recording Studio, Google Hangouts, Zoom

Languages

English & Spanish

Achievements

Photography Featured – BBA Gallery – Berlin, Germany (September 6-8, 2019)

Photography Featured – Laurent Gallery – Melbourne, Australia (September 20-22, 2019)

Photography Featured – Ranikar Gallery – Ljubljana, Slovenia (September 27-29, 2019)

Photography Featured – Valid World Hall – Barcelona, Spain (November 1-3, 2019)

Photography Featured – Thessaloniki Art Fair – Thessaloniki, Greece (November 21-24, 2019)

Photography Featured – Bridgeport Art Center – Chicago, Illinois. (January 21 – February 18, 2022)

Certifications

Google GA4 Certified, Hubspot Email Certified, Google Ads Certified