



JILLIAN GODFREY

MARKETING | ADVERTISING

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PROFILE

I am a dynamic marketing professional with 3.5 years of industry experience at a premier marketing agency, skilled in creative design and strategic marketing. My expertise encompasses web design, graphic design, as well as brand development, enabling me to craft visually compelling content that engages target audiences. Additionally, I have a robust background in marketing strategy, social media management, and campaign execution, which equips me to assess business objectives and develop comprehensive marketing plans that drive growth. With a passion for art and culture, I blend creativity with strategic thinking to deliver impactful results across diverse marketing channels. I'm seeking a role that challenges my creativity and problem-solving skills, where I can make a meaningful impact.

WORK EXPERIENCE

■ Roys Digital Media – Digital Marketing Agency 2021 – 2024

MARKETING STRATEGIST

- Managed over 20 social media accounts, including high-profile accounts with over 3M followers, driving audience engagement and brand loyalty
- Developed and executed targeted ad and email marketing campaigns to enhance brand visibility, customer retention, and conversion rates
- Conducted data analysis to evaluate marketing performance and inform strategic decisions, optimizing campaign effectiveness
- Contributed significantly to establishing Roys Digital Media's core marketing presence during its startup phase by defining its brand identity and developing various marketing strategies that fueled the company's growth

DESIGNER

- Designed and developed visually compelling websites for diverse industries, including real estate, engineering, law, and interior design, integrating UX and SEO strategies to boost online visibility and engagement
- Collaborated closely with company executives to transform their vision into effective web and graphic design solutions, ensuring professionalism and alignment with brand goals while maintaining a client-focused approach

■ Lee & Associates - Commercial Real Estate Services 2019 – 2021

INTERN SUPERVISOR

- Organized 2020 internship program, managed and delegated tasks to interns, arranged activities and educational seminars with brokers
- Assisted Commercial Real Estate brokers with property prospecting and analysis
- Supported the marketing department with designing and creating pitch material, property portfolios, and social media upkeep

OUTREACH MANAGER

- Established a recruitment process for future internship programs
- Coordinated career fair involvement with Texas A&M University and University of Houston

EDUCATION

TEXAS A&M UNIVERSITY Mays Business School

College Station, Texas
2017 – 2021

Bachelor of Business Administration
Marketing - Advertising Strategy

Overall GPA
3.76

Marketing Specific GPA
4.0

Honors
Magna Cum Laude

SKILLS & INTERESTS

- **Adobe Suite:** Proficient in Photoshop, InDesign, and Illustrator
- **Content Creation:** Experienced in video editing, photography, and visual storytelling
- **SEO & UX/UI Design:** Skilled in website design and optimization, conducting extensive SEO audits
- **Social Media Management:** Certified in Hootsuite; experienced with Later and other platforms
- **Leadership:** Strong interpersonal and team collaboration skills
- **Cultural Awareness:** International travel experience in 16 countries
- **Digital Arts:** Proficient digital artist specializing in custom creations using Procreate
- **Entrepreneurial:** Played a key role in building a startup marketing agency, developing its branding and systems

ORGANIZATIONAL INVOLVEMENT

Aggie Advertising Club 2020 – 2021

- Texas A&M student organization within the Mays Business School
- Focus on providing and promoting a better understanding of the functions of advertising
- Winner of the Texas A&M Collegiate Sales Competition logo contest in 2021