

JESSI ROBINSON

MARKETING | CREATIVE STRATEGY | LEADERSHIP

☎ 859-398-3346 ✉ mrsrobinson918@gmail.com [in /jessi-robinson](https://www.linkedin.com/in/jessi-robinson)

EXPERIENCE

ASSOCIATE VICE PRESIDENT, CAMPAIGN DEVELOPMENT

3 Enrollment Marketing | February 2023 - Present

- **Cross-team Leadership:** directs a growing international team of over 30 team members spanning 4 areas, plus contracted partners that work to deliver 200+ multi-channel campaigns for more than 40 clients annually.
- **Creative Strategy & Product Engineering:** leads the product engineering team to create the content strategy and processes required for successful campaign development and delivery at scale.
- **Campaign Delivery:** leads cross-team collaboration and fosters an innovative environment allowing the campaign development team to push creative boundaries while ensuring multi-channel campaigns are in market within 40 days.
- **Client Support:** supports campaign delivery managers during key meetings, serving as a subject matter expert to guide collaborative dialogue and workshops with clients.
- **Talent Development and Empowerment:** prioritizes and nurtures the growth and empowerment of young managers who are transitioning into new roles.

ASSOCIATE VICE PRESIDENT, DESIGN/ UX STRATEGY

3 Enrollment Marketing | January 2022 - January 2023

- **Strategic Campaign Development:** developed the creative strategy for the conversion apply and awareness campaigns that led to 80% of clients meeting or exceeding their enrollment goals in 2022/23.
- **Creative Operations and Process Management:** in her first 120 days, she prioritized building on-boarding processes, creating training documentation, and leading a hiring push that tripled the size of 3E's design team. These efforts laid a solid foundation for the team's success throughout 2022.
- **Business Operations:** managed vendor relationships, negotiated key platform contract renewals, and achieved significant cost savings; contributing to the overall financial health and operational efficiency of the division.
- **Team Development:** initiated and led the first-ever division-wide goal setting workshop, bringing empower the young team members to reflect, identify areas for growth, and foster collaboration through goal setting in small group breakouts.

CEO, CREATIVE DIRECTOR

P&P Creative | 2010 - 2021

- **Brand and Communication Strategy:** led teams to develop comprehensive brands by blending strategic initiatives with captivating design and messaging, resulting in powerful communication materials spanning print and digital for more than 200 clients.
- **Business Operations:** demonstrated leadership in optimizing business operations, implementing streamlined processes, resource allocation strategies, and strategic consulting partnerships to drive overall growth, profitability, and client satisfaction.
- **Business Development:** positioned P&P Creative as a trusted branding agency in eastern Kentucky through speaking engagements, workshops, and industry networking. In 2021, she negotiated the transition of her team to startup 3 Enrollment Marketing, where she joined as the AVP, Design/UX Strategy.

LIFE MOTTO

“SOMETIMES YOU JUST HAVE TO TAKE THE LEAP, AND BUILD YOUR WINGS ON THE WAY DOWN”
- KOBI YAMADA

BOARD APPOINTMENT

CLARK REGIONAL MEDICAL CENTER
BOARD OF TRUSTEES
Winchester, KY 2019 - 2022

SPEAKING & MENTORSHIP

BIG SANDY WOMEN'S BUSINESS SYMPOSIUM
Afternoon Keynote | 2021

SOAR KY / CO-STARTERS BOOTCAMP
Facilitator/Mentor | 2021

PASSION PROJECT

PURSUING FEARLESS
Podcast Host | 2021

In 2021, Jessi embarked on a passion project by hosting the “Pursuing Fearless” podcast, dedicated to sharing the inspiring stories of women in business and leadership who redefine fearlessness on their own terms. With a focus on amplifying voices from the Appalachian region, the podcast provided a platform for empowering conversations and highlighting the diverse experiences of these remarkable women.

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COMMUNICATIONS COORDINATOR

St. Claire Regional | September 2008 - June 2013

- **Marketing and PR:** assisted marketing and public relations needs by creating marketing campaigns for key initiatives such as new providers, new service lines and foundation appeals.
- **Communications Support:** led internal communication efforts including employee newsletter. Supported external communication including press releases and event planning.
- **Creative Strategy:** led creative direction of marketing campaigns; developed standard overarching design to unify marketing materials.
- **Special Projects:** led the design of the 50th anniversary campaign materials and event collateral.

EDUCATION

BACHELOR OF FINE ARTS, GRAPHIC DESIGN

Eastern Kentucky University, 2001

REFERENCES

AVAILABLE UPON REQUEST