



Jessie-Lee Nichols

EXPERIENCE

November 2021 – Present
Media Junction
Director of Web

As Media Junction's Director of Web, I am responsible for mentoring and managing the organization's Web Team, consisting of 12+ people. The team roles range from CMS implementors to designers, developers, and content strategists. I lead two-way feedback one on ones and structured team meetings that regularly lead to process amendment and creation. Additionally, I define the strategic direction of roughly 50 of the agency's annual website projects. With a seasoned understanding of UX/UI best practices, inbound marketing knowledge, and Google Analytics, I confidently and successfully present website strategy solutions to clients.

December 2019 – October 2021
Lone Fir Creative
Creative Director

As Creative Director at Lone Fir Creative, I was responsible for providing the strategic direction for the output of the entire creative team. By utilizing my knowledge of UX principles, web design best practices, inbound marketing, and StoryBrand, I successfully presented solutions to clients regularly. I managed a team of designers, project managers, and outsourced developers. I led one on ones, developed professional development plans, and provided detail-oriented quality assurance for my team. I identified and implemented a series of repeatable processes that led to a highly predictable web delivery process that led to informed clients and profitable projects.

September 2017 – October 2019
IMPACT
Design Supervisor

As Design Supervisor at IMPACT I was responsible for leading and managing world-class design deliverables across the agency. This included ensuring client-work was properly scoped while utilizing our staff of designers to ensure peak, optimal team performance. In addition to my management responsibilities, I was accountable for designing high-end work that emphasized inbound marketing best practices.

January 2017 – September 2017
Link Labs
Marketing Manager

As Marketing Manager at Link Labs I was responsible for the marketing strategy for both Link Labs and their product entity, AirFinder. With a complete understanding of the HubSpot Growth Stack I was able to develop and implement inbound marketing strategies throughout an Enterprise portal, two HubSpot CMS websites and the HubSpot CRM with Sales Pro. I also led the design of content and sales materials.

September 2013 – January 2017

Quintain Marketing

Art Director

As Art Director at Quintain Marketing I specialized in utilizing and managing the principles of Inbound Marketing with the design and development of HubSpot CMS and WordPress websites. With a strong fundamental background in graphic design and intense knowledge of inbound marketing using the HubSpot platform, I was able to cohesively implement client branding across a variety of user experiences.

April 2011 – September 2013

Quintain Marketing

Marketing Manager

As Marketing Manager at Quintain Marketing I facilitated the interests of social media, marketing and inbound marketing clients. Serving as both a graphic and web designer, I created print collateral, developed logos and visually established online presences. Utilizing WordPress, I was able to create engaging web presences for clients. With these design skills I was able to exceed the expectations of clients by providing this unique skill set to our promotional products clientele.

EDUCATION

2005 - 2009

Bachelor of Art

Graphic Design

Lynchburg College, Lynchburg, VA

CERTIFICATIONS & TRAINING

HubSpot – Inbound, Marketing Software, Sales Software, Design, Agency Partner, Contextual Marketing, Inbound Sales, Growth-Driven Design, Email Marketing, Delivering Client Success, Developing a Sales Plan, Content Marketing, Delivering Sales Services, Selling Sales Services, Frictionless Sales

StoryBrand Certified Agency – Certified Guide

Hootsuite Professional Certified

New Horizons – Introduction to Agile Project Management

Skyline Technology Solutions – Communication Fundamentals

Marcus Sheridan – World Class Communication

WRITING SAMPLES

IMPACT Blog

<https://www.impactbnd.com/blog/author/jessie-lee-nichols>

Quintain Marketing Blog

<http://www.business2community.com/author/jessie-lee-nichols>

HubSpot Marketing Blog

<https://blog.hubspot.com/marketing/author/jessie-lee-nichols>