

# ANGELO JASA-PHILLIPS

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## **Managing Director of Marketing and Communications** *ChooseU (fka. Generation USA) | Mar. 2022 - Present | Remote* **Previous - Director of Marketing and Communications | (Mar. 2022 - June 2022)**

- Oversee and execute an integrated marketing communications and brand strategy aligned with the organization's mission and its programming to target and nurture a variety of audience segments including potential applicants.
- Supervise, project-manage, and collaborate with a three-person marketing team including email communications, social media, storytelling and content, creative design, and website development.
- Partner with and manage three digital, creative, and public relations agencies to assist with brand awareness and SEO-driven content.
- Spearheaded the successful rebranding of Generation USA to ChooseU, which included positioning, creative, marketing collateral, and organizational direction.
- Manage an annual \$2 million (and secure an additional \$200,000 for 2023) marketing and communications operational budget for digital and traditional advertising, and optimizing marketing and communications efforts.
- Collaborate with different departments including programs and curriculum, data and analytics, placement, alumni engagement, and development and advancement to finesse and execute the enrollment to run-of-program pipeline.
- Utilize data analytics, A/B testing, drip campaigns, and email automation on digital and email marketing efforts that achieved 65% of total student registrations from marketing efforts.
- Serve as point-of-contact for local and national media and ensure consistent messaging.
- Serve as support to the team in content creation, website updates through WordPress and Wix, email marketing campaigns through MailChimp, in-house digital marketing and advertising, and social media and community management.

## **Digital Engagement Manager**

*GLSEN | Mar. 2021 - Mar. 2022 | Remote*

- Developed and executed an integrated marketing communications strategy across all digital and social media platforms.
- Managed a team of digital engagement professionals, collaborated with two creative and public relations agencies; and served as liaison to internal departments including Public Policy, Education and Programs, Development, and Executive teams.
- Oversaw and produced SEO-driven landing and internal pages for GLSEN.org through its content management system, Drupal.
- Successfully launched LGBTQ+ national programs such as the Day of Silence, Back to School, and GLSEN with Pride with integrated digital marketing communications strategies.
- Developed, created, and analyzed donation and event forms, and email marketing campaigns. These campaigns included automation and A/B testing using an integrated CRM.
- Implemented in-house paid social media advertising strategy for the 2021 National School Climate Survey. As a result, it reduced advertising costs by \$20,000 while increasing 2,000 survey responses.
- Conducted state and regional meetings to align national and local digital media campaigns and initiatives.

## **Digital Marketing Specialist**

*Barbara B. Mann Performing Arts Hall at FSW | Oct. 2019 - Feb 2021 | Hybrid*

- Led and executed all digital marketing, website content, email marketing, and social media strategies for the Theatre and visiting Broadway shows.
- Updated and created landing pages and campaign pages for bbmannpah.com through its content management system.
- Collaborated with a digital agency to assist with first-acquisition ticket sales.
- Established B2C brand awareness-to-ticket sales conversion process, integrating with the theater's ticketing system.
- Achieved a 997% return in ticket sales from an in-house paid social media ad spend for the 2019-2020 Broadway Series.
- Collaborated with producing companies, Broadway shows, and brands like HAMILTON, CATS the Musical, Josh Groban, and Diana Ross.

## **Digital Project Manager and Content Coordinator**

*Miles Partnership, LLP. | Feb. 2018 - Oct. 2019 | Hybrid*

- Managed and delegated digital projects for destination marketing organizations (DMOs), including website development, email marketing campaigns, and content creation.
- Project managed and assisted in audits for DMO clients nationwide (including Visit Florida) through the Google DMO Program.
- DMO clients served included Visit St. Pete/Clearwater and Paradise Coast (Naples, Marco Island, and the Everglades)

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## Digital Marketing Coordinator

University of South Florida Sarasota-Manatee | Jun. 2016 - Feb. 2018 | On-site

Previous - Communications and Marketing Coordinator | (Jun. 2016 - Jun. 2017)

- Led and coordinated all digital content for the University's social media, digital content, and email marketing campaigns, including admissions-related digital and paid social advertising.
- Supervised and managed a Digital Marketing Specialist and a digital marketing agency, and collaborated with the University's departments and schools, students, and community members in helping share their stories, research, and resources in the digital and social space.
- Oversaw a \$100,000 in-house and agency recruitment and lead-generation advertising strategy with the Office of Admissions, increasing first-time-in-college student enrollment by 17% and graduate student enrollment by 25%.
- Originated and served as Chairman of the Visibility Committee of the Chancellor's Advisory Council on Diversity, Equity, and Inclusion.

## Account Coordinator

C-Suite Communications (OnIdeas) | Aug. 2015 - Jun. 2016 | On-site

- Assisted Senior Account Managers with client research, content strategy, day-to-day communications, and support.

## Marketing Associate

Archer Communications, Inc. | Aug. 2014 - Aug. 2015 | On-site

- Assisted Senior Account Managers with client research, content strategy, day-to-day communications, and support.

## Marketing Associate

Nazareth College (Theatre Arts Department) | Apr. 2013 - Dec. 2014 | On-site

- Established and executed organic and paid social media strategies that highlighted programming and course offerings.

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## EDUCATION

**B.S. Marketing** | Nazareth University (Rochester, NY)

*Minor: Music and Dance*

**Foundations Certificate** | Institute of Practitioners in

Advertising (London, UK)

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## SKILLS

Microsoft Office and G-Suite | Social Media and Community Management | Digital Marketing Analytics | Social Media Publishing Tools | Digital and Social Media Advertising Platforms | Email Marketing and Customer Relationship Management Platforms | Brand Strategy and Management | Digital Asset Management | Content Management Systems | Project Management Systems | Remote Communications | Adobe Creative Suite | Content Writing and Creation | Photography and Videography | Executive Communications and Public Relations | Event Management | Budget Allocation and Maintenance | Team Building and Empowerment |

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## ENGAGEMENTS

**Celebrating Pride: Inclusivity in Social Media and Beyond**

*the Arboretum, powered by SproutSocial | June 2023*

**Social Media Office Hours - Career and Skill Building**

*Social Fresh | Nov. 2020*

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## COMMUNITY

**Advisory Alumni Board Member; Community and Belonging Chairperson** | Nazareth University (Rochester, NY)

**Community Theatre Volunteer Performing Artist** | Pittsford Musicals and JCC CenterStage (Rochester, NY); Manatee Performing Arts Center, The Players Center for the Performing Arts, and Venice Theatre (Bradenton and Sarasota, FL)

**Community Volunteer and Marketing Communications Advisor** | PFLAG Port Charlotte