

Jamie Domm

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SUMMARY

Creative and driven digital marketing strategist with a proven record of building multi-channel, multi-platform comprehensive digital marketing strategies that have resulted in significant institutional advancement and revenue growth; seasoned and effective team manager; skilled public speaker; new technology and social media leader; experienced in streamlining and creating efficiencies in order to maximize reach and productivity over multiple ongoing campaigns; successful change agent

AREAS OF EXPERTISE

- Strategic multi-channel marketing strategies
- Leadership, management, & team building
- Branding & positioning
- Market research, data analysis, & problem-solving
- Creative direction & content development
- Campaign development & optimization
- Content Marketing
- Blogger and writer
- Social media marketing
- Budget development & management
- Negotiations & contracting
- Customer & community engagement
- Training webinars & 1:1 coaching
- Search Engine Optimization
- Web development & design
- Email strategy and lead generation

CURRENT EMPLOYMENT

Digital and Integrative Marketing Consultant

JD Integrative Marketing, Reston, VA | JDIM.digital

September 2020–present

Executive consultant with over 14 years' experience, providing a wide range of strategic marketing services to help a variety of clients realize their goals through digital technologies. Packages can be customized to meet each client's specific needs. Committed to training and empowering others, she also offers guidance and training to anyone interested in digital communications for their business or evangelism for their ministry.

Co-Founder and Marketing Director

Angels in the Glen, Reston, VA | angelsintheglen.org

September 2020–present

Marketing director leading all strategic digital communications, branding, video production, advertising, community engagement and search engine optimization for Angels in the Glen, an independent digital ministry that serves to guide men and women around the world to a deeper understanding of end-time, prophetic truth so that they will be ready for the soon return of Jesus Christ. These online video courses and resources aim to equip 1 million people in major cities around North America and beyond to share and teach the material on their own as part of a call to discipleship. This ministry utilizes a proactive multi-channel digital communications strategy that endeavors to take full advantage of the wide variety of sharing opportunities available in the digital mission field.

TECHNICAL SKILLS

Microsoft Office Suite (Excel, Word, PowerPoint), Prezi, Social Media Platforms (Hootsuite, Twitter, Instagram, Facebook, Pinterest, BuzzFeed, YouTube, blogging), Tessitura (CRM), T-Stats, Tessitura Dashboards, content management systems (Wix, WordPress, Squarespace, Weebly), email deployment systems (Wordfly, Constant Contact, MailChimp, Tessitura Messaging System), Google Analytics, Google Search Console, Google Adwords, Survey Monkey, knowledge of html, basic design (Canva/Photoshop), Search Engine Optimization, basic video creation and editing (Doodly/Movavi)

PREVIOUS EMPLOYMENT

Digital Strategist, Social Media + Big Data, North American Division

The Seventh-day Adventist Church, Columbia, MD

May 2016–September 2020

The Seventh-day Adventist Church is a Protestant church with approximately 20 million adult members worldwide, including 1.1 million members in North America. The North American Division (NAD) is divided into nine unions or regions, plus the Guam/Micronesia Mission, in addition to over 40 ministries, eight of which are media based. The digital strategist position is part of a newly created department, Social Media + Big Data, that serves to connect members and missions through technology. The SDAdata.org blog and resources serve to empower ministries of all sizes with the necessary skills and information to make data-driven decisions to more effectively accomplish our shared goals of serving people, creating community, and advancing the gospel through the creative use of digital tools and technologies.

Responsibilities:

- Work with leadership to identify critical areas where official digital policies are needed, develop those policies, and channel them through the appropriate approval processes as well as promote the policies and proactively update corresponding policies as technologies change
- Develop strategic plans to expand the reach of NAD ministries and magnify impact through technology
- Develop and implement comprehensive digital communication strategies for major ministry initiatives and assist division departments in launching new digital ministries
- Train and mentor departmental personal and students to independently run integrative campaigns for engagement, fundraising, mission work, and event promotion through social media advertising
- Promote departmental conferences and events to increase attendance as well as implement an effective live social media strategy
- Work with division entities and ministries to develop engagement and community care strategies that enable their audience to be spiritually fed, heard, responded to, and valued
- Provide consulting services to division conferences and unions to help them establish their digital presence, achieve their goals using the latest technologies, train individuals within the organization, and utilize data science and market research to identify relevant means of service to the community
- Develop resources to equip and empower ministry leaders throughout the division to utilize digital technologies for the advancement of the gospel and serving their communities
- Conduct online webinars and in-person training for division entities
- Maintain the resource website and blog, SDAdata.org, with new content monthly that addresses the digital needs of the Church at all levels, including individuals, churches, conferences, and organizations interested in digital evangelism
- Promote the Social Media + Big Data department's resources through a robust social media presence, Google Adwords, an eNewsletter, lead generation campaigns, and social advertising targeted at Adventists and ministry leaders throughout the North American Division to grow a dedicated follower base that repeatedly looks to our department for resources to address their digital needs
- Cultivate a community of digital evangelists to better understand the challenges they face as well as to provide guidance, advice, and resources upon request
- Identify digital missionaries, cultivate a relationship with them and mentor them in order to help them find opportunities to use their skillsets within the Adventist Church and connect with like-minded individuals
- Establish a culture of market research and data analysis to evaluate the effectiveness of campaigns, audience perception, problem-solving, and strategic next steps
- Perform data analysis for audience development and compile reports for NAD leadership
- Provide regular performance analytics, reports, and suggestions for optimization for all projects
- Orchestrate and run live social media coverage, engagement, and member care initiatives
- Represent the North American Division at conferences, and serve as a guest speaker

Achievement highlights:

- Developed the first division-wide social media guidelines and standards for communication which have served as a model for conferences and divisions around the world. Adapted these guidelines for the official Social Media Policy for the Adventist Schools handbook
- Created over 300 resources, 150 blog posts, 50 video tutorials, numerous workshops for education and training in over 20 areas of digital communications
- The SDAdata.org blog and resources reached over 80K people a month, 184 countries and the training videos received over 400K views
- Wrote articles that appeared in several other publications such as the Adventist Review, Adventist Journeys, 2021 Conscience and Justice Counsel Devotional
- Co-authored the *NAD Search Engine Optimization Guidebook* in partnership with the Center for Online Evangelism. This comprehensive, 184-page handbook was created for Seventh-day Adventist entities to evangelize online through effective content creation, website ranking, and reputation management. It has been downloaded thousands of times around the globe.
- Authored the *Digital Discipleship & Evangelism Guide*, a practical roadmap for outreach, community service, growth, and evangelism for the local church, ministries, and conferences. This 250-page book is available in print and e-book version from AdventSource and Amazon. For more information, visit SDAdata.blog/book or SDAdata.blog/amazon.
- Co-authored the *Digital Strategy for Reaching Young Adults* in partnership with YouTuber Justin Khoe, a 93-page social media strategy document for conferences and churches that focuses on the 18-30 demographic.
- Co-authored the *How to Start a YouTube Ministry* guidebook in partnership with YouTuber Justin Khoe, a 63-page, step-by-step guide to starting and optimizing a YouTube ministry.
- Led over 200 training sessions in-person and online as well as appeared as a guest lecturer for universities and conferences around the Division
- Featured guest for a variety of Adventist podcasts and appeared periodically on the Hope Channel as a social media expert and special guest
- Helped launch or run several high-impact ministry initiatives such as #enditnowNAD, #gorgeous2god, #iBelieveBible, #HopeTrending, "Is this Thing On?", Pathway to Health Beckley West Virginia, Forth Worth, and Phoenix
- Collaborated with directors, departments, and stakeholders as part of the committee responsible for developing the Division's first digital grand strategy framework and proposal

Digital Marketing Specialist

Smithsonian Associates, Washington, DC

June 2011–April 2016

The largest museum-based educational program in the world, The Smithsonian Associates (TSA) annually offers more than 850 seminars, performances, lectures, studio art classes, and local/regional study tours. Performances at Discovery Theater and more than 80 educationally focused summer camps are among the programs that foster the joys of learning for young people and their families. In addition, the Smithsonian Associates offers unique programming targeted at young professionals, enabling them to engage with the Smithsonian in fun and creative ways that fit into their lives and meet their interests.

Responsibilities:

- Develop and implement multi-channel event marketing and membership strategies
- Function as the digital marketing and social media strategist for the \$7 million educational unit
- Develop and implement TSA's email marketing strategy and communications, producing flexible, dynamic, and targeted campaigns that reflect the innovation and artistic excellence of the Smithsonian while using cutting-edge technologies

- Raise approximately \$2 million in event, membership, and development revenue (approx. 30% of the overall earned revenue of the organization as of fiscal year 2015)
- Create and oversee promotional, informational, and engagement content across 10 social media accounts
- Hire and manage a team of five interns and volunteers to implement simultaneous, multi-channel, multi-platform campaigns across numerous brands of the organization
- Support online fundraising initiatives and budget management
- Perform data analysis, optimization of campaigns, and audience development

Achievement Highlights:

- Developed and implemented the first-ever comprehensive multi-channel strategy as part of a larger integrated marketing mix that accommodates the organization's high volume of offerings and caters to a tech-savvy audience
- Instituted communications strategies that led to explosive growth over the past four fiscal years, contributing significantly to the organization becoming revenue neutral for the first time in 50 years
 - Increased tracked email revenue by over 1,000% from \$150,000 per year to \$1.6 million with negligible costs, while maintaining performance rates well above industry standards
 - Increased performing arts subscription revenue by 39%, reversing a five-year decline
 - Increased revenue for summer camp by over 28%, breaking the \$600,000 mark in revenue
 - Implemented new email marketing software and strategies as well as established best-practices across all departments, resulting in over 6 million emails sent each year
 - As part of customer cultivation efforts, implemented over 40 behavior-based, triggered emails that have generated over \$250,000 in revenue as of the fiscal year 2015
 - Digitalized the program guide for utilization in a digital e-Guide sent monthly to donors and members as a benefit, resulting in over \$150,000 in ticket revenue for the fiscal year 2015 and with the goal of ultimately weaning the core demographic off the printed guide and thereby reducing print costs
 - Increased overall website traffic by more than 75% with over 70% of ticket sales taking place online
 - Increased diversity of audience demographic through multi-channel marketing tactics
 - Redesigned all email communications to be mobile and social media friendly
- Successfully monetized social media strategies and effectively reached the coveted millennial demographic through the use of targeting, appropriate technologies/platforms, engagement tactics, and messaging
 - Developed the first organization-wide, streamlined, team approach to social media strategy and established goals
 - Implemented best-practices for content-based marketing and tracking to create thriving online learning communities
 - Increased website visits from social media by 150% and reach by over 300%
 - Increased ticket sales from social media visitors by over 70%
 - Responsible for a dramatic increase of over 250% in website exposure for the SMITHSONIANat8 series through the implementation of innovative campaigns that encouraged brand awareness as well as identification of the Smithsonian as a relevant and fun destination
 - Reached several organizational milestones as a result of the buzz generated, including: trending on Twitter for DC multiple times; trending on Twitter nationally; verification of Facebook accounts; securing several mutually beneficial partnerships/sponsorships with organizations such as Amazon, SOSH, and Destination DC; viral attention that won the Encore Chorale the opportunity to sing the National Anthem for the biggest National's game of the season 2015; and selling out numerous, high-revenue generating programs entirely through social media for not only the young professional product brand but also relevant core programming
 - Consistently tapped into new audiences, which account for over 70% of ticket sales to young professionals' events

- Proactively sought out film production talent to help launch video content across multiple platforms to increase sales and interest for studio arts programs, core programs, young professional events, and family programs
- Grew the Smithsonian Associates' social media accounts from a few thousand to collectively over 70,000 followers, with a large and significant audience reach resulting in over 8 million impressions per year as of the fiscal year 2016
- Successfully conceived and launched several new product lines including: Smithsonian NewsFlash, SMITHSONIANat8, World Art History Certificate Program, and the first donorship program
- Through the negotiation of mutually beneficial cross-promotions and sponsorships, expanded the Smithsonian Associates local reach by over 2 million impressions with zero direct costs
- Established a culture of market research and data analysis to evaluate the effectiveness of campaigns, audience perception, problem-solving, and strategic next steps
- Developed the organization's first rate sheet with marketing and public relations outreach values, to assist with revenue generation from marketing partnerships with other Smithsonian units and outside organizations
- Led a comprehensive marketing effort for a collaboration between the Smithsonian and the US Patent and Trademark Office that more than doubled the expected foot traffic to 40K for the November 2014 Innovation Festival. Attracted a diverse demographic of visitors to the festival at the National Air and Space Museum that ranged from children to seniors, as well as local, national, and international audiences
- Conceived and implemented the first comprehensive survey of member interests and expectations; results were collected from over 2,300 active members leading to strategic changes that generated increased event revenue, reversing a five-year decline
- Hired and mentored over 30 interns; based on their experience these interns have secured marketing/communications positions at the Democratic National Committee, NBC Universal, Disney, Humane Society, Colorado Symphony, The Music Center at Strathmore, The Clarice Smith Performing Arts Center at the University of Maryland, UCR Strategic Communications, and TGR Arts

E-Commerce and Digital Marketing Manager

Baltimore Symphony Orchestra, Baltimore, MD

October 2009–May 2011

The Baltimore Symphony Orchestra (BSO) is internationally recognized as having achieved a preeminent place among the world's most important orchestras. Acclaimed for its enduring pursuit of artistic excellence, the BSO has attracted a devoted national and international following while maintaining deep bonds throughout Maryland through innovative education and community outreach initiatives. Before becoming its E-Commerce and Digital Marketing Manager, I worked with BSO as E-Commerce Marketing Coordinator from September 2007 to September 2009 and as a Marketing and Public Relations Intern from June 2007 to August 2007.

Responsibilities:

- Developed, implemented, and managed all digital marketing, communications, social media, public relations, and sales strategies for the \$27 million arts non-profit
- Liaised with all online media vendors and conducted contract negotiations for ad buys and sponsorships, valued at over \$400,000
- Acted as project manager for all cross-departmental e-communications and website development projects, including but not limited to content management, design, technological upgrades, and launching of micro-sites and subsequent strategies
- Responsible for web analysis and reporting as well as optimization of campaigns and implementation of changes
- Responsible for researching and implementing new digital marketing and fundraising opportunities
- Responsible for digital ad design and the development of a stream-lined web-brand.
- Supervised the creation and distribution of advertising materials for the Student Discount Program and the New To Systems audience development program

- Assisted with copywriting for advertisements, programming, and grant proposals
- Managed digital marketing interns

Achievement Highlights:

- Increased the concert revenue earned by e-mail marketing by approximately 90% while boasting a cost-of-sale of less than \$0.04
- Implemented e-marketing strategies resulting in a 45% increase in overall online sales
- Developed the organization's first comprehensive, integrated digital marketing and e-commerce strategy that worked with traditional marketing campaigns to grow ticket sales
- Negotiated over \$100,000 worth of yearly digital marketing sponsorships
- Conceived and launched multiple micro-sites promoting the Baltimore Symphony Orchestra's outreach initiatives such as: ORCHkids, Rusty Musicians, and BSO Academy
- Created one of the first social media accounts for any symphony orchestra in the United States
- Led strategic social media campaigns that not only resulted in rapid growth in online engagement and presence but also yielded substantial sales
- As a result of the digital strategies implemented, the Symphony received national recognition for its technological achievements. It was voted best orchestra in the metropolitan area by the Washington City Paper, which noted that "This is one tech-happy organization, and it pursues a Web strategy that a newspaper publisher or two could perhaps borrow from." The BSO also received the Orchestra Website Review Special Recognition Award in 2009 for its marketing innovations.

VOLUNTEER WORK AND LEADERSHIP OPPORTUNITIES (HIGHLIGHTS)

- **Adventist Information Ministry (March 2019- July 2020)** Board Member and Digital Engagement Advisor
- **Adventist Church Connect Sub-Committee (March 2018-March 2019)** Committee Chair, determine challenges, opportunities and make recommendations for changes
- **Society of Adventist Communicators (October 2017-October 2019)** Marketing, Audience Engagement, and Board Member
- **RE:Generation Ministries (June 2015-December 2018)** Digital Marketing, Audience Development, and Board Member
- **HopeTV/Hope Sabbath School (September 2013-Present)** Regular participant in a worldwide broadcasted discussion program
- **ARISE – Chesapeake Conference Young Adults Ministry (June 2014-June 2015)** Digital Marketing and Promotion
- **Sligo Seventh Day Adventist Church (September 2012- December 2014) Media Team:** web development and redesign, e-communications, outreach strategies, blog contributor, and advisor for digital marketing strategies
- **Maryland Classical Youth Orchestras (June 2011-May 2014) Executive Board Member and Marketing Committee Chair - Duties Included:** Developed strategies to promote MCYO through media outreach, social media initiatives, and targeted promotions; established parameters for data analysis and tracking; assisted with overseeing the budget; helped shape the goals and mission of the organization
- **2012 Tessitura Learning & Community Conference San Diego, CA:** Maximizing E-Marketing Tools – Digital Communications and E-Marketing Planning Committee

EDUCATION

Driving Digital Strategies

Harvard Business School Executive Education, Boston, MA

April 2017

Master of Music (oboe)

University of Maryland, College Park, MD

2005–2007

Bachelor of Music Performance (oboe)

University of Iowa, Iowa City, IA

Graduated with honors and distinction

2000–2005