

# JAY FENSTER

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[CAREER@JAYFENSTER.COM](mailto:CAREER@JAYFENSTER.COM) | [JAYFENSTER.COM/PORTFOLIO](http://JAYFENSTER.COM/PORTFOLIO)

## SUMMARY

Experienced marketing professional, process-oriented and customer-focused. Highly effective marketing program manager with keen attention to detail. Obsessed with creating brand affinity and adding value to customer relationships. Equally comfortable developing strategy at 35,000 feet or getting tactical in the trenches. Brand marketing creative copywriter extraordinaire. Award-winning digital marketing trailblazer and technology advocate who built an industry-best citywide social media program from the ground up. Well-versed in content marketing techniques and direct marketing fundamentals. Retired travel writer. Recovering startup founder. Trusted consultant to the hospitality and gaming industries. Ready to make an impact for you.

## SKILLS

Loyalty programs, relationship marketing, marketing program management, database marketing, direct marketing, email marketing, Marketo, SMS mobile marketing, mobile app solutions, CRM, customer segmentation, SQL database design, digital marketing, social media, blogging, SEO, SEM, CPC, web analytics, web design, marketing operations, marketing strategy, market research, brand marketing, creative development, copywriting, content marketing, advertising, marketing campaign development, CMS, knowledge management, revenue management, customer service, entrepreneurship, budgeting, Vin365, MLBAM, Microsoft Office (Word, Excel, Access, PowerPoint), Adobe Creative Cloud 2014, Dreamweaver CC 2014, Photoshop CC 2014, WordPress, HTML, CSS

## EXPERIENCE

### **Hard Rock Hotel & Casino Las Vegas, NV**

### **Brand Marketing Manager August 2017-February 2018**

Responsible for brand, direct marketing, hotel, entertainment, food & beverage, and casino marketing communications across all direct, digital, on-property, and out-of-home channels. Developed hotel campaign and promotion concepts, including offer components, art, and copy. Established property content marketing strategy and editorial calendar. Served as marketing lead for all new initiatives, including mobile app, SMS program, brand-wide loyalty program, social casino platform, OfferCraft promotional engine, and relaunch of weekly senior day program. Responsible for maintaining accuracy and functionality of website as well as on-property signage, Scala, and NexGen. Responsible for coordination and execution of film and photography projects, including music videos and the Food Network series *Food Quest*. Responsible for successful execution of loyalty program special events including tournaments and giveaways.

### **Foley Family Wines/Vegas Golden Knights Las Vegas, NV**

### **Content Marketing Manager June 2017-August 2017**

Foley Family Wines: Worked with winemakers, hospitality managers, and brand team to develop content marketing and promotional strategy to raise awareness and demand for portfolio of nearly 20 wine brands. Developed editorial calendar and content for social media channels, email campaigns, and website. Managed Google and Facebook CPC campaigns. Trained geographically distributed front-line staff on content creation and digital asset management. Spearheaded Vin365 website revamp to implement responsive design, ongoing content support, and overall enhanced user experience/customer functionality.

Vegas Golden Knights: Wrote all sales and marketing emails. Managed official team website through MLBAM content management system. Created, segmented, and deployed email campaigns with Marketo. Coordinated and executed digital promotions and email acquisition campaigns.

**PlayerMate  
Las Vegas, Nevada**

**Founder, CEO, & President  
September 2012 - February 2016**

Founded and served as chief executive of marketing technology startup. Led efforts to design and develop a paperless offer delivery and new customer acquisition platform for casinos. Responsible for all hiring, market research, problem and solution validation, product development (including SQL database design), marketing, financial management, and governance of Delaware C-corporation. Conducted market research to validate problem/solution fit, and performed customer segmentation to determine common pain points and perceived product value. Prototyped a mobile app intended to maximize marketing ROI and improve guest satisfaction. Conceptualized real-time offer optimization and bidding system to allow casinos to capture a customer visit for the lowest possible reinvestment relative to customer visit value, all while allowing players greater flexibility and choice in offer redemption.

**JF Marketing  
Las Vegas, NV**

**Marketing Consultant  
February 2012-Present**

Provided a broad array of brand, content, digital, and direct marketing services to numerous clients, mostly in the hospitality and gaming industries. Noteworthy clients and projects have included:

- Jersey Digs, Dec. 2016-Present: served as copywriter, creating sponsored content and news posts for real estate blog.
- Best Western Hotels & Resorts, Feb. 2016-June 2017: project lead for enterprise-wide SEO refresh and Web content enhancement.
- Penn National Gaming, Dec. 2013-July 2016: responsible for social media, Web content, and direct marketing copy for Tropicana Las Vegas, M Resort, Hollywood Casino Toledo, and Hollywood Gaming at Mahoning Valley.
- Potawatomi Hotel & Casino, Sep. 2015-Nov. 2015: conducted intensive marketing operations analysis to implement best practices and maximize ROI of marketing initiatives.
- Caesars Entertainment, Feb. 2012-Feb. 2013: wrote all copy for enterprise-wide Web content and SEO refresh.

**Caesars Entertainment  
Las Vegas, Nevada**

**Social Media Specialist  
February 2010 - February 2012**

Built a comprehensive regional social media program from the ground up for ten Las Vegas casino resorts. Managed, operated, documented, and institutionalized the program for companywide implementation. Positioned Caesars brands as engaging and exciting by creating one-of-a-kind digital experiences, including "Angry Showgirls" viral marketing campaign that received national media coverage. Utilized multiple platform storytelling to generate buzz, enhance brand affinity, and deepen customer relationships. Responsible for all day-to-day community management and content creation duties. Executed influencer events, including weekend-long summit of popular Las Vegas podcasters and their audiences. Built durable customer service infrastructure throughout the organization to rapidly and effectively address guest feedback received through digital channels. Established reputation management and social listening programs. Winner, Chairman's Award for Guest Service. Regional Finalist, Chairman's Award for Internal Service. Winner, AGA Voice Award for Best Social Media Campaign.

**Caesars Entertainment  
Las Vegas, Nevada**

**Relationship Marketing Specialist/Copywriter  
May 2006 - February 2010**

Responsible for conceptualizing, writing, editing, and proofreading all direct mail and digital marketing communications for all ten of the company's Southern Nevada region casinos, executing from conception to completion on a timely basis, with little or no direction. Fully responsible for all components of monthly Local Loyalty newsletter/marketing offer campaign. Assisted with offer development and reinvestment strategy.

## **EDUCATION**

**University of Virginia  
Charlottesville, Virginia**  
Bachelor of Science

**McIntire School of Commerce  
September 1995 - May 1999**  
Commerce, Marketing