

JAY FENSTER

marketing strategist

Jayfenster.com/portfolio

ABOUT ME

Marketer, with two decades learning and practicing modalities such as database, direct, digital, content, social, and mobile. **Strategist**, with a knack for problem/solution validation and segmentation. **Tactician**, able to select the right tools to optimize my approach to any challenge. **Copywriter**, skilled at communicating authenticity, value and excitement. **Innovator**, dedicated to win/win solutions and process improvements.

PROFESSIONAL EXPERIENCE

Manager, Customer Success

NRT Technology

3/18 - Present

- Manage day-to-day account relationship with clients of OfferCraft, a hybrid SaaS platform and marketing agency.
- Conceptualize, pitch, create, and deploy interactive digital marketing campaigns.
- Lead weekly discussions with client teams to align product usage with business needs.
- Propose campaigns to support customer acquisition, retention, and reactivation goals.
- Develop and present quarterly strategy proposals to stakeholders.
- Translate client requests into business use cases for new product features
- Project-manage campaign development by team of programmers and designers.

Brand Marketing Manager

Hard Rock Hotel & Casino

8/17 - 2/18

- Conceptualized, wrote, and executed all marketing materials across direct, digital, on-property, and out-of-home channels.
- Developed promotion and marketing campaign concepts in partnership with hotel, entertainment, casino, food & beverage, and revenue management departments.
- Led all new digital marketing projects, including mobile app, SMS program, and brand-wide loyalty initiative.
- Established content marketing strategy and editorial calendar for digital channels.
- Coordinated preparation and execution for film, photo, and TV projects.
- Managed execution of on-property loyalty program special events.

Content Marketing Manager

Foley Family Wines +
Vegas Golden Knights

6/17 - 8/17

- Led content marketing and promotional strategy to raise awareness and demand.
- Trained hospitality professionals and winemakers on social media storytelling.
- Developed editorial calendar and content for social media, email, and website.
- Maintained website content and led full site redevelopment initiative.
- Created, segmented, and deployed email campaigns with Marketo.
- Managed Google and Facebook CPC campaigns.

Founder, CEO, and President	PlayerMate	9/12 – 2/16
<ul style="list-style-type: none"> • Founded and operated marketing technology startup to replace paper direct mail with supercharged digital interaction with push notifications and business intelligence. • Led efforts to create a paperless marketing offer delivery platform for casinos. • Developed prototype for mobile app to deliver marketing offers to guests in real time. • Responsible for all product functions, including product road map, market research, problem and solution validation, product development, customer segmentation, life cycles, and personae. • Responsible for all corporate functions, including hiring, financial management, budgeting, and governance. • Wrote and filed provisional patent. 		
Marketing Consultant	JF Marketing	2/12 - Present
<ul style="list-style-type: none"> • Provided a broad array of brand, content, digital, and direct marketing services to numerous clients, including over 200 hotels and casinos from coast to coast. Noteworthy clients and projects have included: <ul style="list-style-type: none"> ▪ <u>Jersey Digs</u>: copywriter, sponsored content and news posts (12/16-Present). ▪ <u>Best Western Hotels & Resorts</u>: project lead for enterprise-wide SEO refresh (2/16-6/17). ▪ <u>Penn National Gaming</u>: social media, Web content, DM copy for 4 casinos (12/13-7/16). ▪ <u>Potawatomi Hotel & Casino</u>: conducted intensive marketing operations analysis to implement best practices and maximize ROI of marketing initiatives (9/15-11/15). ▪ <u>Caesars Entertainment</u>: enterprise-wide Web content and SEO refresh (2/12-2/13). 		
Social Media Specialist	Caesars Entertainment	2/10 – 2/12
<ul style="list-style-type: none"> • Built comprehensive regional social media program from scratch for ten casino resorts. • Developed and documented consistent, repeatable, scalable processes to duplicate and deploy across the enterprise. • Responsible for all day-to-day community management and content creation. • Conceptualized, proposed, and executed influencer events and partnerships. • Established reputation management and social listening programs. • Winner, Chairman's Award for Guest Service. • Winner, AGA Voice Award for Best Social Media Campaign. 		
Marketing Specialist	Caesars Entertainment	2/06 – 2/10
<ul style="list-style-type: none"> • Conceptualized, wrote, edited, and proofread direct mail & digital marketing communications. • Maintain distinct brand voice for ten different casinos. • Project-managed all aspects of monthly Local Loyalty newsletter/marketing offer campaign. • Assisted with reinvestment strategy and offer development. 		

EDUCATION

Bachelor of Science Major: Commerce Concentration: Marketing	University of Virginia, McIntire School of Commerce Charlottesville, Virginia	9/95-5/99
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