

JAY FENSTER

To contact me regarding professional opportunities, please visit jayfenster.com.

ABOUT ME

- **Marketer**, two decades of expertise across database, direct, digital, content, social, and mobile.
- **Strategist**, knowledgeable in market research, customer segmentation, and data analysis.
- **Tactician**, focused on making the most of every single step of the customer journey.
- **Innovator**, creatively solving problems and obsessively improving processes.
- **Copywriter**, succinctly communicating authenticity, value, and emotion.

PROFESSIONAL EXPERIENCE

Owner + Creative Director / TRAVELEXICON LLC / Feb 2012 - present

- Owned and operated full-service marketing and creative agency.
- Specialized in copywriting, content marketing, and brand strategy.
- Project-managed enterprise-level digital content programs for global hotel & casino brands.
- Developed turnkey content marketing programs, including training and documentation.
- Conceptualized, pitched, researched, wrote, and edited content and marketing campaigns.
- Wrote, managed, and deployed email marketing campaigns in Marketo and MailChimp.
- Managed web content via content management systems MLBAM, Vin365, and WordPress.
- Offered a wide array of services including SEO website copywriting, sponsored content, blog posts, digital advertising, TV/radio/out-of-home ads, social media, and technical writing.
- Focused on the hospitality, lodging, travel, tourism, and gaming industries, with over 200 current and former hotel and casino clients.
- Also provided services to clients such as winemakers, nightclubs, restaurants, professional sports teams, and musicians.
- Managed workflow with Jira and Asana.

Customer Success Manager / NRT Technology / Mar 2018 – Jun 2019

- Managed ongoing client relationships with hospitality businesses using marketing SaaS product.
- Advised clients on strategies for customer acquisition, retention, and reactivation.
- Led weekly discussions, collaborating with clients to align product usage with business needs.
- Conceptualized, pitched, created, and deployed interactive digital marketing campaigns.
- Researched, wrote, and presented quarterly strategy proposals to client stakeholders.
- Used Google Analytics and other data to create case studies and justify client retention.
- Translated client requests into business use cases for new product features.
- Project-managed marketing campaign development by team of programmers and designers.
- Retained 37 out of 38 accounts.

Brand Marketing Manager / Hard Rock Hotel & Casino / Aug 2017 – Feb 2018

- Owned responsibility for all campaigns across digital, on-property, and out-of-home channels.
- Collaborated with department stakeholders to develop relevant promotions, hotel packages, and marketing campaigns to drive incremental business.
- Led all new digital marketing projects, including interactive email marketing campaigns, mobile app development, SMS program, and brand-wide loyalty program.
- Managed execution of influencer marketing initiatives.
- Developed content marketing strategy and editorial calendar for digital channels.
- Managed preparation and execution for film, photo, and TV projects.

Founder, CEO, & President / PlayerMate / Sep 2012 – Feb 2016

- Founded and operated technology startup focused on enhancing digital marketing campaigns.
- Owned responsibility for all product functions, including VOC/market research, problem and solution validation, data analysis, and customer segmentation, life cycles, and personae.
- Owned responsibility for all corporate functions, including hiring, financial management, budgeting, intellectual property, and governance of Delaware C-Corporation.
- Conceived, managed, and developed mobile application product designed to increase response rates, drive new customer acquisition, and generate actionable business intelligence.
- Developed product prototype, collaborating with stakeholders to prioritize product roadmap.
- Pitched product and company to potential investors, partners, and customers.

Marketing Specialist / Caesars Entertainment / May 2006 – Feb 2012

- Built from scratch a comprehensive regional social media program for ten of the world's largest resorts.
- Developed, wrote, and presented business cases to internal and external stakeholders.
- Responsible for social media editorial calendar, content creation, community management, and brand reputation management.
- Drove \$1 million in incremental revenue in one year with a multi-channel marketing campaign.
- Conceptualized, pitched, created, managed, and executed influencer marketing events and partnerships to internal and external stakeholders.
- Copywriter in all direct and digital channels, including email marketing, postcards, and advertisements.
- Established and maintained distinct brand identities, standards, and voices.
- Participated in customer segmentation, reinvestment strategy, and offer development discussions.
- Winner, Chairman's Award for Guest Service.
- Winner, AGA Voice Award for Best Social Media Campaign.

EDUCATION

University of Virginia / B.S., Commerce / Sep 1995 – May 1999

LANGUAGES

English (native), French (fluent), Spanish (intermediate)