

Jennifer Calhoun

Chief Creative & Marketing Officer

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SUMMARY

Results-driven Creative & Marketing Officer with a passion for crafting compelling visual experiences. Proven track record of driving brand recognition, customer engagement, and business growth through innovative design and marketing strategies. Skilled in leading design teams, developing comprehensive brand identities, and leveraging data-driven insights to optimize digital platforms and marketing campaigns for maximum impact.

EXPERIENCE

Sr. Art Director

SKYHOOK INTERACTIVE | 2022 - CURRENT | REMOTE

Skyhook Interactive is a premier web development agency specializing in comprehensive digital solutions, delivering high-performing marketing websites through expert strategy, design, and development. The company prioritizes accessibility compliance (ADA), search engine optimization (SEO), and conversion rate optimization (CRO) to drive results for clients.

- Streamlined design department operations, including curating a consistent and reproducible website section library, resulting in a 35% reduction in labor costs while preserving creative quality.
- Elevated the quality of design deliverables for the agency leading to a 22% increase in client satisfaction survey results
- Collaborate with clients to curate strategic digital experiences for multiple audiences and funnels resulting in increased conversion rates and consistent user satisfaction scores over 95%

Chief Creative Officer, Board Member

PRODIGITUDE INC | 2020 - 2024 | CHANDLER, AZ

Prodigitude is a full service, omnichannel, SaaS agency specializing in creating personalized, integrated marketing solutions; focused on driving digital transformation through the creation of omnichannel solutions for clients in the B2B, SLED, non-profit, healthcare, senior living, technology and service sectors.

- Cultivated and led a diverse, 17-member remote team of designers, developers, photographers, and marketing strategists, fostering collaborative creativity while spearheading cross-departmental efforts to ensure brand consistency and implement effective marketing strategies.
- Implemented integrated marketing campaigns featuring personalized funnels and dynamic content across multiple channels, driving a 20-fold revenue increase over three years while significantly boosting engagement, retention and conversion metrics throughout the customer lifecycle.
- Established, grew, and nurtured client relationships demonstrated through a 98% client retention and 33% client growth YoY

Chief Creative Officer, Partner

THE CLOUDCREATIVE AGENCY | 2018 - 2020 | PHOENIX, AZ

The cloudCreative Agency is a full-service digital marketing firm specializing in inbound strategies, lead generation, marketing automation, and web development. The agency focuses on optimizing online conversion rates for SMBs, healthcare providers, non-profits, and B2B/SaaS technology companies.

- Orchestrated and oversaw comprehensive company operations while directing strategic branding initiatives to elevate market presence and drive organizational growth.
- Achieved dramatic revenue expansion, increasing sales from \$20,000 to \$200,000 within two years. Led the organization through strategic initiatives, relationship-focused sales strategies, and innovative product development.
- Led strategic marketing campaigns for clients across diverse industries, specializing in content marketing, automation, SEO, and SEM. Developed comprehensive brand strategies, including visual identity and messaging, and executed cohesive campaigns across multiple platforms.

Sr. Creative Director

MM MARKETING | 2009 - 2018 | PHOENIX, AZ

MM Marketing is a premier design and web development agency specializing in strategic brand development, content creation, and innovative digital experiences for e-commerce, SMB, technology, and healthcare clients.

- Successfully led cross-functional teams, fostering teamwork among designers, developers, and third-party vendors, to deliver comprehensive marketing solutions and achieve exceptional outcomes.
- Cultivated strong client relationships through exceptional service and strategic partnerships, leading to long-term collaborations.
- Delivered comprehensive branding solutions, including corporate identities, print collateral, and digital assets, while optimizing online presence through responsive web design and SEO best practices.



SKILLS

DESIGN Graphic Design • UI • UX • Print Production • **DIGITAL MARKETING** SEO • OmniChannel Marketing • Content Creation • Content Strategy • Marketing Automation • **BRAND** Identity • Strategy • **TECHNOLOGY** Web Development • Adobe Creative Suite • Figma • **BUSINESS** Development • Client Acquisition • Client Relationships • Market Research • B2B • B2C • **MANAGEMENT** Team Development • Mentoring • Recruiting • Project Management

EDUCATION

MFA, ADVERTISING	2010
Academy of Art University	San Francisco, CA
MBA, MARKETING	2009
Western International University	Phoenix, AZ
BFA, GRAPHIC DESIGN	2004
Art Institute of Phoenix	Phoenix, AZ

CERTIFICATIONS

SharpSpring • HubSpot • Google Analytics
PimCore • Google Digital Marketing • Figma Academy

ACHIEVEMENTS

MAXIMIZING CUSTOMER LIFECYCLE VALUE

Implemented high-performing inbound marketing campaign driving a 28% customer acquisition increase and a 98% customer retention rate in 15 months.

MARKET SHARE EXPANSION

Identified and captured a new user segment contributing to a 23% increase of marketshare.

STRENGTHS

RESULTS ORIENTED

Ability to set actionable and achievable goals

MARKETING STRATEGY

Implementing targeted and integrated strategies

ROAS IMPROVEMENT

Optimize ad spend across digital platforms

PASSIONS

CONSCIOUS CREATION

Harmonizing business growth with positive societal impact, fostering a legacy of meaningful change

DATA DRIVEN

Uncovering insights to understand the customer journey and inform strategic marketing decisions

LIFELONG LEARNING

Committed to personal and profession growth through ongoing education and staying up on trends

Creativity is seeing what everyone else has seen, and thinking what no one else has thought.

~ ALBERT EINSTEIN