

Jennifer Molinari-Calhoun

Creative, Digital Experience & Growth Executive

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SUMMARY

Director- and VP-level digital engagement and client services leader with 15+ years driving go-to-market alignment, account growth, and customer experience across regulated healthcare and commercial environments.

Deep experience leading multi-site healthcare (MSO/DSO) and enterprise client portfolios, translating complex regulatory, operational, and business requirements into scalable digital strategies. Proven operator at the intersection of strategy, delivery, and revenue—trusted by executives to drive retention, expansion, and measurable business outcomes.

EXPERIENCE

Director of Digital Engagement

CARENETIC DIGITAL/SKYHOOK INTERACTIVE | 2024 - 2025 | REMOTE

Led client engagement, delivery, and account growth across sister agencies serving regulated healthcare (MSO/DSO, multi-site) and commercial clients, aligning strategy, execution, and team performance to drive outcomes and profitability.

- Owned senior-level client relationships and escalations across a complex portfolio, ensuring consistent experience across support, retainers, and long-term initiatives.
- Drove in-account growth and retention through strategic roadmapping, scoped expansions, and outcome-focused delivery.
- Led cross-functional teams and resource planning to optimize delivery efficiency, client satisfaction, and gross margin performance.

Sr. Creative Director

SKYHOOK INTERACTIVE | 2022 - 2024 | REMOTE

Led design strategy and delivery for high-performing digital platforms, partnering closely with clients and internal teams to drive measurable business outcomes.

- Elevated design quality and consistency across client engagements, contributing to a 22% increase in client satisfaction scores.
- Streamlined design operations by creating reusable systems, reducing delivery labor costs by 35% while maintaining creative standards.
- Collaborated with clients and delivery teams to align digital experiences with conversion, accessibility, and growth objectives.

Chief Creative & Marketing Officer

PRODIGITUDE INC | 2020 - 2024 | CHANDLER, AZ

Executive leader responsible for client growth, brand strategy, and go-to-market execution across omnichannel digital engagements.

- Drove a 20x revenue increase over three years by leading integrated GTM strategies, personalized funnels, and lifecycle engagement initiatives.
- Built and led cross-functional teams delivering digital, marketing, and technology solutions across B2B, healthcare, SaaS, and public-sector clients.
- Established long-term client partnerships resulting in 98% retention and consistent year-over-year account growth.

Chief Creative Officer

CLOUDCREATIVE | 2018 - 2020 | PHOENIX, AZ

Led client-facing digital and inbound marketing initiatives focused on conversion optimization, lead generation, and growth.

- Partnered with clients to translate business goals into scalable digital strategies across web, print, automation, and content.
- Led cross-functional teams delivering measurable improvements in engagement, conversion, and pipeline performance.
- Supported client acquisition and retention through high-touch service and performance-driven execution.

Sr. Creative Director

MM MARKETING | 2009 - 2018 | PHOENIX, AZ

Led brand, digital, and web initiatives for SMB, technology, e-commerce, and healthcare clients.

- Delivered comprehensive brand and digital solutions supporting client growth and market expansion.
- Built strong client relationships through strategic consulting and high-quality execution.



SKILLS

Client Engagement & Retention • Account Growth • Go-To-Market Strategy • Digital Strategy & Experience • Cross-Functional Leadership • Revenue Expansion • Team Development & Mentorship • Operational Efficiency • Project & Resource 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

REVENUE & GROWTH IMPACT

Drove 20x revenue growth through GTM-aligned digital, brand, and lifecycle strategies across healthcare and commercial sectors.

CLIENT RETENTION & EXPANSION

Built long-term client partnerships resulting in 98% retention and consistent year-over-year account growth.

MARKET & EXPERIENCE OPTIMIZATION

Led data-informed digital initiatives improving customer acquisition, engagement, and lifecycle value across multi-site and enterprise environments.

CORE STRENGTHS

CLIENT & EXECUTIVE PARTNERSHIP

Trusted advisor to stakeholders navigating complex business and regulatory environments.

GROWTH & GTM LEADERSHIP

Aligning brand, digital, and delivery strategies to drive retention, expansion, and revenue.

CROSS-FUNCTIONAL TEAM LEADERSHIP

Scaling and mentoring multidisciplinary teams across design, development, and strategy.

OPERATIONAL & DELIVERY EXCELLENCE

Balancing client experience, delivery efficiency, and profitability.

DATA-INFORMED STRATEGY

Using insight and performance signals to guide decisions and optimize outcomes.

LEADERSHIP FOCUS

TRUST

Building trust-driven digital experiences in regulated and high-stakes environments.

VISION

Aligning creative vision with business, growth, and customer outcomes.

PERFORMANCE

Developing high-performing teams and sustainable delivery models.