

JESSICA R. STROUD

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Marketing Strategist & Brand Growth Expert | 10+ Years Driving Results

PROFESSIONAL SUMMARY

Dynamic marketing professional and entrepreneur with 10+ years of experience building brands, growing audiences, and driving measurable results. Proven track record across social media, content marketing, PR, email campaigns, and event management. Skilled at managing budgets, leading cross-functional teams, and delivering high ROI in fast-paced environments. Equally effective as a strategic leader and hands-on executor.

CORE COMPETENCIES

Social Media Strategy & Growth · Content Marketing · PR & Media Relations · Email Marketing · SEO/SEM
Brand Building · Event Planning & Promotion · Budget Management · Partnership Development · Website Management
Client Relations · Stakeholder Management · Team Leadership · Wix · Canva · Google Analytics

PROFESSIONAL EXPERIENCE

JRSY MEDIA | Oakland, NJ | 2015–2025

President & Owner

- Founded and scaled a full-service marketing agency currently supporting 15 clients across diverse industries, delivering customized strategies in social media, PR, content, email, and event marketing.
- Grew client Facebook audiences by 12–40%, with post engagement increasing up to 3,800%; built Instagram followings by 257–2,889% within months of onboarding.
- Planned and promoted events that drove attendance increases of 39–61% year-over-year through targeted campaigns and community outreach.
- Developed and executed website rebranding and content overhauls using Wix, Squarespace, and Websitebox, improving user experience and conversion.
- Managed marketing budgets of varying sizes, ensuring maximum ROI and clear attribution of spend to results.
- Led strategic planning sessions with clients to define goals, develop initiatives, and analyze performance—translating insights into actionable marketing roadmaps.
- Consistently built programs from the ground up for new businesses, products, and events, establishing structure, brand voice, and audience from zero.

Freelance Writing, Marketing & PR | | 2009–2015

Independent Consultant

- RTB Media: PR writing, story profiles, articles, and sales collateral.
- Forbes CIO (Bruce Rogers): Ghostwriting for senior executive thought leadership.
- Max Paul Publishing: PR creation and media outreach.
- Ndustrial.io: Consulting, writing, and editing for company manifesto, internal documents, and marketing collateral.
- The Mad Marketer: Blog content creation and brand voice development.
- All client relationships successfully transitioned into JRSY MEDIA upon agency launch.

Card Lab, Inc. & PAYjr, Inc. | Frisco, TX | April 2007–February 2009

Director of Marketing (April 2008–February 2009) | Marketing Manager (April 2007–April 2008)

- Secured a feature placement in O Magazine for the Visa Gift Card product through targeted PR and media outreach—a significant brand credibility win.
- Developed and managed partnerships with national organizations including Toys for Tots and the SPCA, expanding brand reach and community goodwill.
- Built an online advertising program for PAYjr using Google Analytics, SEO, SEM, meta tags, and CTR optimization to increase site traffic and sales.
- Created and managed all marketing materials: proposals, presentations, collateral, ads, web content, email campaigns, event signage, and investor packages.
- Managed the marketing budget and team planning to track goals, analyze traffic/sales results, and ensure best ROI.
- Supervised account specialists in growing corporate gift card sales through targeted outreach, incentive programs, and email campaigns.

Nielsen Business Media | New York, NY | September 2005–March 2007

Promotions Manager

HarperCollins Publishers | New York, NY | April 2005–September 2005

Advertising and Promotions Coordinator

Forbes Magazine Custom Media | New York, NY | May 2004–April 2005

Sales and Marketing Assistant

Ergo Magazine | London, United Kingdom | Spring 2003

Contributing Editor

Forbes Magazine | New York, NY | May–August 2002, May–August 2003, January 2004

Intern, Special Sections and Sales Development

VOLUNTEER LEADERSHIP

Parent Teacher Organization (PTO) | Oakland, NJ | 2015-Present

President & Vice President

- Served in both VP and President roles, leading a volunteer organization supporting hundreds of school families and coordinating with school administration.
- Planned, promoted, and executed large-scale school events, managing all logistics from concept through execution and post-event reporting.
- Developed and distributed marketing materials, email communications, and social announcements to drive event awareness and participation.
- Managed event registration processes and tracked attendance data to measure outcomes and improve future planning.
- Oversaw annual and event-specific budgets, ensuring responsible allocation of funds and transparent financial reporting to stakeholders.
- Navigated complex interpersonal dynamics, managing difficult personalities and competing priorities while keeping teams aligned and productive.
- Set and managed expectations across diverse stakeholder groups including parents, teachers, administrators, and vendors.

EDUCATION

Lafayette College | Easton, Pennsylvania | Graduated May 2004

Bachelor of Arts in English