

# JUSTIN D. LOWE

(410) 562-7070 | Fort Lauderdale, FL 33317 | [justindlowe@gmail.com](mailto:justindlowe@gmail.com)

## EXECUTIVE SUMMARY

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A marketing professional with 15+ years of experience working in the consumer services industry serving small businesses, corporations, and non-profit organizations with expertise in strategic planning, graphic design, developing, and executing successful digital communications campaigns across multi-media platforms including social media, websites, email, print, and live & virtual events - known for creative innovation, efficiency, and driving consistent results - enhancing brand recognition, fostering customer engagement, and growing market share.

## CORE COMPETENCIES

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- Trend Research
- Data Analysis
- Database Administration
- Vendor Relations
- Content Creation
- Executive Presentations
- Brand Management
- Copywriting & Editing
- Graphic Design
- Layout Design
- Event Planning
- Project Management
- Strategic Planning
- Communications
- Website Management
- SEO / SEM
- Process Improvement

## TECHNICAL SKILLS

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**Advertising:** Google Ads, My Business, Bing Ads, Facebook Ads

**Communications:** MS Word, MS Excel, MS PowerPoint, MS Outlook, MS Teams, Google Chrome, Google Suite, Asana

**Graphic Design:** Adobe Photoshop, Adobe Illustrator, Video Editing, Gimp Image Editor, Inkscape

**Web:** WordPress, Wix, Shopify

**Email Marketing:** MailChimp, Constant Contact, My Emma

**Social Media:** Facebook, Instagram, Twitter, LinkedIn, Pinterest, Hootsuite

**CRM:** HubSpot, ConnectWise Manage

**Analytics:** Google Analytics

## PROFESSIONAL EXPERIENCE

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[American Animal Hospital Association](#) | Lakewood, CO (Remote)

### Marketing Manager

September 2021 - May 2022

- Developed marketing strategies, campaigns, processes, timelines, and budgets for 46 projects, initiatives, events, and product launches
- Conceptualized design direction and ensured that creative concepts supported marketing strategies and association branding including the development of creative assets
- Monitored projects and campaigns through project management software and provide regular updates to department stakeholders including the success of marketing strategies, KPI's, ROI, and recommendations for applying results to future efforts
- Managed stakeholder relationships to ensure satisfaction with marketing efforts
- Analyzed customer feedback as applicable to future marketing efforts, customer service improvements, product positioning, or changes in the product itself
- Designed and launched a campaign that resulted in 667% increase in enrollments for the Beyond Medicine Workshop.
- Planned, designed, and executed brand-specific campaigns which increased registration in the AHAA Veterinary Management Institute training program by 250%.
- Trained, coached, and managed a team of marketing and graphic design specialists to produce campaigns for five departments

[www.marketingbyjustin.com](http://www.marketingbyjustin.com)

[www.linkedin.com/in/justindlowe/](https://www.linkedin.com/in/justindlowe/)

[JDL Technologies Inc.](#) | Ft. Lauderdale, FL (Remote)

**Senior Digital Strategist | Brand Specialist**

**November 2020 - August 2021**

- Promoted to Senior Digital Strategist / Brand Specialist role in 2020 to serve as a strategic leader and drive the digital planning and implementation processes for the JDL Technologies, Ecessa Corporation, and Transition Networks brand integration initiatives
- Rebranded and launched an acquired virtual desktop product solution resulting in a 27% increase in sales to existing and net-new clients and a 92% retention rate for clients acquired through the acquisition
- Personally designed and built a unique global digital marketing strategy for each of three brands and implemented annual marketing plans for each business unit enhancing the company's image and reputation for both internal and external stakeholders
- Collaborate with the Global Marketing team to develop, execute, and control the customer end-to-end digital experience
- Partner with the sales, engineering, and development teams to design strategic plans and execute digital marketing processes and campaigns
- Assisted with the design, planning, and launch of multiple successful digital marketing campaigns for JDL Technologies, Ecessa Corporation, and Transition Networks facilitating approximately \$42.6M in consolidated annual sales income for 2020
- Trained content writers regarding utilization of SEO strategy and keyword tactics to increase campaign ROI and brand awareness
- Work with the Marketing Analyst and research teams to establish digital marketing campaign KPIs, track and measure results
- Act as a liaison between the sales, support, and marketing teams to coordinate campaign planning and process implementation
- Direct, oversee, and influence all internal partners to become an integral partner in support of each client solution
- Trained a newly promoted Marketing Specialist to manage projects, track workflow, delegate tasks, and build digital campaigns
- Coached multiple coworkers through the corporate change process related to mergers, acquisitions, and department consolidation

**Digital Marketing Specialist**

**June 2019 – November 2020**

- Consolidated four brands into one and launched a new website to promote the newly created brand products and services
- Planned, designed, and executed web, SEO/SEM, email, social media, and advertising campaigns which ultimately increased website traffic by 253%, sales leads by 153%, and ROI by 35% in 2020
- Wrote engaging content for all internal company communications, press releases, website, social media, email, blogs, advertising campaigns, and marketing materials & collateral pieces
- Tracked conversion rates for marketing campaigns and analyzed data and reports to determine success and ROI of campaigns
- Conducted market research to determine market trends and insights, incorporating findings to optimize spend and performance
- Closely collaborated with the Director of Sales & Marketing to establish a distinct brand presence across all digital platforms
- Managed all inbound marketing, lead generation, and online social media campaigns increasing brand awareness and recognition

[Lyons, Snyder, & Collin, P.A.](#) | Plantation, Florida

**Digital Marketing Manager (contract)**

**March 2018 - December 2018**

- Hired to rebuild the firm's digital presence after the company was sabotaged
- Built three new websites and developed site content, including 70+ SEO-friendly blogs, landing page copy, graphics, and videos, which increased organic traffic by 150% and achieved a first-page Google ranking
- Set up and managed brand awareness campaigns, social media, PR, and PPC advertising with a 4% click-through-rate and an 11.5% conversion rate
- Facilitated the transfer of the firm's in-house marketing program to an outsourced advertising agency

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## [Armpocket](#) | Cooper City, Florida

### Digital Marketing Manager

April 2016 - March 2018

- Managed and implemented annual campaign calendar and budget, including marketing emails, digital and print advertising, public relations, social media, sales collateral, blogs, website updates, partner relations, brand ambassadors, and videos
- Proposed, built, and launched a new ecommerce site for product sales and brand awareness that contributed to increased site traffic and over \$200k in additional sales in 2017 - 2018
- Managed the full-cycle marketing campaigns for seven product launches including Public Relations, Influencers, and advertising
- Set specific objectives and KPIs for digital marketing campaigns, analyzed campaign impacts to increase ROI and enhance SEO & SEM efforts
- Published several cross-platform PPC ads which generated over \$120,000 in new sales revenue in Q4 of 2017
- Built successful ambassador and influencer programs for all brands with 22 participants which increased brand awareness, website traffic, and social engagement for all brands
- Designed and produced content, graphics, and videos for marketing, advertising, PR, social media, and training purposes
- Regularly composed, edited, published, and shared engaging and relevant content, including 90+ SEO friendly blogs
- Performed market research to identify new technologies and trends in social media, tools, applications, and user preferences
- Designed and implemented social media strategies which raised brand awareness and achieved an engagement rate over 5%

## [PredictAny, LLC](#) | Pompano Beach, FL

### Creative Marketing Director

November 2013 - April 2016

- Built three website splash pages to promote the company and products (apps) including all graphics, written content, and videos
- Designed the Ui and UX for two apps (Choice & Neighboring) for both iOS and Android
- Launched effective marketing campaigns that increased app downloads by 285% in three months
- Designed and produced all B2B and B2C digital, print, and video content, marketing collateral and materials for promotional, educational, training, and advertising purposes
- Monitored and analyzed analytics to identify trends and pivot marketing campaigns and product updates quickly and efficiently
- Utilized Hootsuite to efficiently manage social media content creation and copywriting
- Received the **“Above and Beyond Award”** for “an absolutely outstanding performance and diligent efforts, resulting in shining success” presented by the PredictAny, LLC company President, Sean Lin, in April of 2014

## [Laureate Education, Inc](#) | Columbia, Maryland

### Operations Specialist | Communications Management

August 2009 - September 2013

- Conducted focus groups and implemented A/B testing email campaigns which increased enrollment into the associate's and bachelor's degree programs by 8% in 1 year
- Designed an internal website that allowed internal stakeholders to directly access all departmental metrics and updates in real time improving operational efficiencies for the department
- Designed and built a set of custom databases to comply with Department of Education (DOE) guidelines for personal data storage
- Efficiently managed five online bookstores for the organization which increased online book sales by 13.6%
- Assisted teams to create content copy and graphics for social media sites which increased website traffic and user engagement
- Analyzed and refined operations systems and processes, improving procurement accuracy rates from 87.6% to 100%
- Successfully managed multiple concurrent projects simultaneously under strict timelines in a dynamic and demanding environment

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## **VOLUNTEER WORK EXPERIENCE**

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### **[Equality Garden Club](#)**

**July 2018 - November 2022**

#### **Board of Directors Member | Marketing Manager**

- Designed, built, and manage the club website and developed the social media presence for the club and monthly and yearly events
- Design and create graphic art for advertising, marketing, and promotional purposes
- Facilitated the transition from live to virtual operations during the global pandemic by instituting online auctions and virtual meetings
- Volunteer committee member for the “Unique & Unusual Plant Auction” fundraiser from 2019 – 2021
- Volunteer committee member for “A Tropical Plant Fair” fundraiser from 2018 - 2022

### **[A Tropical Plant Fair](#) | [Equity Garden Club](#)**

**2018 - 2022**

- Collaborated with a small team of board members and volunteers to plan, coordinate, and promote one of the largest annual plant fairs held in Southern Florida for three consecutive years
- Increased plant fair attendance by 57% and net revenue by 53% between 2018 and 2021
- Developed an ongoing vendor sponsorship program to raise funds for club operations and increase vendor commitment that quadrupled sponsorship funding and doubled vendor attendance
- Designed and created graphic art for advertising, marketing, and promotional purposes, including the event landing pages, [Facebook page](#), marketing collateral, and digital marketing campaigns

### **[Unique & Unusual Plant Auction 2021](#) | [Equity Garden Club](#)**

**2019 - 2021**

- Developed and managed the digital marketing campaign for the 2019 & 2021 auctions, including press releases, newspaper articles, digital advertising, print media, graphics, and website updates
- Facilitated the transition from live to virtual operations during the global pandemic by instituting an online auction event and built the club’s [Virtual Auction Facebook group](#) for the 2021 virtual auction resulting in a 200% Return on investment (ROI) and a 22% increase in marketable contacts

## **EDUCATION & TRAINING**

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### **[Bachelor of Science Degree](#) | [Communications](#) | 2011**

[Walden University](#) | Columbia, MD

### **[Associate of Arts Degree](#) | [Fundamentals of Business](#) | 2009**

[University of Phoenix - Axia College](#) | Online Degree Program