Jeff Loy

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**Experience**

**Marketing Manager**, June 2023 – February 2024

Promotional Products Association International (PPAI)

* Worked with executives, directors and managers to update marketing graphics, layouts and messaging for specialized association events, resulting in exceeding registration goals
* Produced email marketing via the HubSpot platform, earning an average open rate of 31.96% and an average click rate of 7.08%
* Collaborated with other marketing managers to create an online marketing calendar to avoid conflicts and more efficiently schedule emails
* Directed outside contractors producing marketing and social media copy, graphics and print collateral
* Reviewed content as part of the web redesign team, updating and rewriting website copy
* Acted as project manager for graphic requests, routing details to designers, securing approvals from internal clients and distributing final graphics
* Analyzed existing standard operating procedures, made suggestions for improvement and helped create procedures to resolve issues
* Organized and completed photo shoots, created photography lighting guidelines for portraits and advised directors on equipment purchases to establish an internal photo studio

**Strategic Marketing Manager**, November 2021 – June 2023

Tarrant County College (TCC)

* Spearheaded immediate and long-term departmental strategies for marketing and communications efforts, while also advising directors on print and digital publications
* Managed marketing email design, subscriber lists and distribution via the SimplyCast platform, resulting in an average open rate of 38.44% and an average click rate of 3.17%
* Increased the variety of organic social media posts, improving analytics to a monthly average of 174 impressions, a 10% engagement rate and a 5% click-through rate on LinkedIn and a monthly average engagement rate of 6% and 1,111 impressions on Twitter
* Monitored social media and email marketing analytics for developing trends, adjusting tactics and identifying new communications opportunities
* Composed press releases and coordinated distribution internally and with outside firms, resulting in releases being picked up by publications with up to 19,000 subscribers
* Managed an outside marketing firm, overseeing conceptualization, production and gave final approval of print and digital ads, videos, web graphics, signage and printed promotional items
* Created and improved graphic design templates to quickly promote events to outside audiences and create advocates internally
* Updated WordPress-based website regularly and worked with outside developers for in-depth back-end improvements
* Wrote magazine columns for TCC administrators and edited blog and magazine copy from a variety of internal and outside writers to mirror departmental editorial approach

**Publications and Communications Manager**, March 2019 – November 2021

USFN

* Supervised up to 14 association member attorneys producing publication content, a communications specialist and a freelance graphic designer
* Worked with designers to continue the creation of new and existing publications products by leading a cover redesign and managing the short-term transition to redesigned layouts of both an email newsletter and a 5,000 circulation 24-page print publication
* Saved the organization up to $11,000 in quarterly print and postage costs by converting the print publication to an interactive digital format and established a digital archive for eight years of past issues
* Reduced departmental costs up to 44% while improving the quality of the products
* Established a Twitter account for distribution of member-produced content, increasing impressions over 1200% in six months and further establishing members as subject matter experts
* Created and regularly updated style guide and writing guidelines for editorial and marketing text, combining Associated Press style and legal writing best practices to improve content produced by association members

**Digital Editor**, September 2012 – March 2019

Meeting Professionals International (MPI)

* Sourced relevant content to produce daily, weekly and monthly email newsletters, achieving an average open rate of 23% and average click rate of 3.89% from 2013-2019 (Nonprofit newsletter average: 16% open rate, 1.3% click-through rate\*)
* Worked with marketing managers to create emails with an average open rate of 30% and an average click rate of 2.5% since 2013 (Nonprofit advocacy average: 15% open rate, 2.4% click-through rate\*)
* Designed HTML-based email communications using Dreamweaver, tested on multiple email clients and distributed via BlueHornet and MailChimp platforms to targeted international segments containing up to 26,000 email subscribers
* Managed communications onsite and virtually to produce digital and print publications for MPI and industry partner events and trade shows
* Added features such as social media sharing and forwarding options to newsletters and marketing emails, resulting in sharing by social media users with up to 8,400 followers
* Administered social media efforts for the publications department, producing a top reach of 9,358 for the MPI Facebook page and increasing Twitter impressions from 3,635 to a monthly average of 28,813 in just over four years  
  *\*2019 M+R Benchmarks Study*

**Education and Certifications**

Communication Management Professional (CMP) certification

M.A. Strategic Communication and Innovation, Texas Tech University

Graphic Design course (InDesign and Illustrator), Tarrant County College

B.S. Photojournalism, Texas A&M University-Commerce

A.A.S. Grayson County College