

# Jane Winburn

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## Industry Expertise

Consumer Packaged Goods (Goshen Coffee Company, Eckert's, 1220 Spirits), Health & Wellness (Centene Corporation, Mid-America Transplant, University of Chicago Medicine, Mercy Children's, Delta Dental, HealthLink, BridgeHealth, The Gatesworth) Architecture, Engineering & Construction (MiTek, Salas O'Brien, Fanning Howey, HDLA Landscape Architects, Roth Sheppard Architects), Professional Service Firms (KEB Accounting and Wealth Management, Mosaic Family Wealth), Dining and Hospitality (Panera Bread)

## Core Competencies

Branding, Account and Project Management, Strategic and Tactical Planning, Research, Creative Concept and Content Development, Naming, Integrated Marketing (Advertising, Digital & Social Media, Event Marketing, Sales Promotion, Public Relations, Media), Oversee SEO/SEM Partnerships, Organic & New Business Development

## Experience

### TOKY Branding + Design

Account Manager, January 2011 - present

- Create marketing strategies and manage budgets, timelines and relationships for a variety of clients including Centene Corporation, MiTek, Mid-America Transplant, University of Chicago Medicine, 1220 Spirits, Goshen Coffee Company, Eckert's, and a variety of B2B and B2C clients
- Manage multiple clients, designers, content creators, animators, and media partners on projects ranging from large brand campaigns to community-focused initiatives
- Lead client engagement from start to finish, from SOW through final deliverables including the development of marketing strategies that span multiple platforms
- Manage support of graphic design projects – including brochures, newsletters, interactive communications, ads, presentations and other marketing communications materials – between clients and strategically-focused design team
- Oversee video and photography production details from concepting to execution, ensuring a streamlined process
- Establish and manage project budgets ranging from \$1,500 to \$200,000+, provide monthly financial reports, and invoice clients for creative services and expendable purchases to keep projects flowing seamlessly
- Develop and communicate relevant project information to team members (e.g., project scopes, creative briefs, and all required documentation for branding, design, and research initiatives)

- Anticipate project challenges, problem solve, and ensure clients are receiving the necessary communications to keep projects on time and on budget
- Grow client relationships and develop new business opportunities through RFP responses and capability presentations, networking functions, and client engagement
- Manage programs to help increase awareness and positive brand perception, grow business, and generate loyalty to confidently deliver a positive brand experience
- Use strategy-based findings to grow brands and influence audience behavior

### **jane winburn organic marketing, marketing and public relations services**

Founder, November 2009 - December 2010

- Used strategic planning skills to develop marketing and public relations programs for service-oriented and community-focused clients
- Handled press release development, targeted communications, event planning, grassroots marketing, and online efforts for wellness-focused clients
- Established and fostered community partnership opportunities with local organizations and businesses and oversaw related marketing efforts

### **Kochan & Company, full-service advertising agency**

Account Executive, March 2004 - November 2009

- Managed day-to-day contact with clients from project planning through completion for companies including Delta Dental of Missouri, HealthLink, Laclede's Landing, The National Railroad Hall of Fame, Raging Rivers and TERRO
- Managed online initiatives for clients including Laclede's Landing and National Railroad Hall of Fame
- Handled firm's public relations efforts, including press release development, events and ongoing research of marketing opportunities

### **Paradowski Creative, strategy-based graphic design firm**

Account Manager, March 2001 - March 2004

- Managed day-to-day contact with clients including Ascension Health, Commerce Bank, Energizer Battery Company, Monsanto, Weber Shandwick, and World Wide Technology
- Oversaw and coordinated support of graphic design projects – including annual reports, brochures, newsletters, websites, electronic communications, ads, trade show graphics, presentations and other marketing communications materials – between clients and strategically-focused design team
- Served as a member of company management team, determining new and revised company procedures, personnel decisions, and firm marketing and promotional initiatives

### **Professional Distinctions**

- Recognition from ADDYs, AIGA, *Communication Arts*, *Graphis*
- "Above and Beyond" 2002 Volunteer of the Year Award (*St. Louis Business Journal*)
- International Association of Business Communicators Bronze Quill Award for Newsletter Development
- International Association of Business Communicators Bronze Quill Award for External Communications Programs

### **Grassroots Marketing Efforts**

Alive Inside • KDHX • Missouri Coalition for the Environment • Alzheimer's Association Greater Missouri Chapter • High Sierra Music Festival • String Cheese Incident • Keller Williams • Dexter Grove • Public Property • Euforquestra

### **Professional and Volunteer Experience**

St. Louis Ad Club, Member • KDHX, Wednesday Concert Calendar Voice and Audio Editor, Associates Club Member and Event Staffer • Tower Grove Farmers Market, Event Volunteer • Lift for Life Academy, Tutor • EarthWays Center, Volunteer • Shalom House, Volunteer • Missouri Coalition for the Environment, Marketing Volunteer and Member • River City Professionals, Member • East-West Gateway Young Professionals Group, Member • Alternatives to Living in Violent Environments (ALIVE), Former Board Member • Public Relations Society of America, St. Louis Chapter, Former Board Member • International Association of Business Communicators, St. Louis Chapter, Former Member

### **Software Proficiency**

Microsoft: Word, Excel, PowerPoint, Microsoft Teams

Adobe: InDesign, Acrobat

Email/Marketing Automation: Constant Contact, Mail Chimp

Social Media: Facebook, LinkedIn, Twitter, Instagram

Additional: Harvest, Basecamp, Workforce, Monday.com, Slack, Canva, Pro Tools

### **Education**

Truman State University, Kirksville, MO • Bachelor of Arts in Communication, Journalism Concentration, Business Minor