

JAMIE MANILOFF, M.A.

Communications | Strategy | Content | Culture

PERSONAL PROFILE

I am always up for a challenge, whether it's relocating for an exciting career opportunity, or setting out to rock climb in the early evening to catch a better view of the sunset. Above all, I am passionately curious and push hard to achieve my goals in the workplace and beyond.

EXTRAS

Relationship Marketing Committee Member

Association of National Advertisers (ANA)

Sept 2020 – Present

Founding Member, Nov 2017 – Present

Together Digital, Detroit Chapter

Enterprise Design Thinking Certification

IBM, June 2020

Dare to Lead Facilitator Certification

Brené Brown: Dare to Lead Program, Nov 2019

NextUP Leader Certification, Nov 2018

Inforum, Women's Leadership Development Group

Content Strategy Specialization, May 2018

Northwestern University (Coursera)

Lean Six Sigma White Belt Certification

April 2018

SKILLS & TOOLS

Customer lifecycle management, internal & external communications, content marketing, strategy, team building, writing, editing, project management

Microsoft Office Suite, Microsoft SharePoint, Microsoft Teams, ExactTarget, Adobe Analytics, Adobe Experience Manager (AEM), Proof HQ, Ziflow, Canva, MailChimp, Slack, Smartsheet, Salesforce

GET IN TOUCH

✉ jamiemaniloff@gmail.com

🌐 www.jamiemaniloff.com

🌐 www.linkedin.com/in/jamiemaniloff

PROFESSIONAL CAREER

General Motors (Aquent) | 2016 - present

Assistant Manager, Cadillac Customer Lifecycle Management

Develop and execute upon data-driven, multi-channel content strategies that optimize consumer loyalty, acquisition, retention and personalization. Maintain on-brand strategy for programs reaching audience 1M+. Partner with various groups including CRM, Social, Digital, Sales Ops, Advertising, Marketing, Retail, Privacy Legal, and multiple agency partners to identify, plan and produce content that supports owner needs. Work closely with the analytics team to develop measurement plans, track progress, and continuously test and optimize.

Assistant Manager, Chevrolet Customer Lifecycle Management

Collaborated with senior management, and liaised between multiple internal and external stakeholders to support integrated, multi-touch campaigns, translating insights to support data-driven business objectives. Developed content strategy for 5MM Chevrolet owners, and revised and edited customer-facing communications.

Global Communications Lead

Maintained strong relationships with team leads and global clients to support cross-functional projects. Wrote, distributed, and tracked metrics for eNewsletter, and developed infographics, video scripts and email copy maintaining strong brand voice, look and feel. Met with Subject Matter Experts to discuss timely and relevant content. Created strategy and design for executive presentations.

Allegis Global Solutions | 2015 - 2016

Microsoft Account & Technology Lead

Developed and maintained communications with all relevant stakeholders. Lead, managed and reported out on performance assessments for team of nine specialists. Maintained and updated daily, weekly and monthly activity and performance reports, and detailed tracking of compliance, invoice and purchase orders. Reported out on technology SLAs for continuous process improvement.

Indiana University-Purdue University Indianapolis | 2013 - 2015

Team Manager, Speaker's Lab

Managed team of thirteen student mentors including leadership team. Developed and executed leadership team initiatives, managed lab communications, and lead team meetings and training sessions. Worked with international and domestic students, faculty and business professionals to prepare speech presentations.

Cactus Media | 2012 - 2013

Sales & Technical Operations Assistant

Managed multiple global accounts, driving consistent communications. Maintained insertion orders and asset library via proprietary systems, and troubleshoot landing page operations utilizing HTML.

ACADEMIC BACKGROUND

Indiana University-Purdue University, Indianapolis, 2015

Master of Arts | Applied Communication | GPA: 4.0

Michigan State University, 2011

Bachelor of Arts | Advertising, Public Relations, Retailing and Sales | GPA: 3.7

PERSONAL INTERESTS

Triathlons, Rock Climbing, Yoga, Hiking, Skiing, Mountain Biking, Travel