

# C J R O B E R T S

*Brand Marketer, Strategist, & Community Builder | Passionate about improving data to improve strategy  
Hire, Train, & Lead Teams of 15+ | 20+ Creative & Marketing Awards | 15+ Years Experience*

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I am an ROI-grounded marketing leader with a strong background in innovating new ways to reach consumers. I believe in letting the product lead and that happy teams do good work. I am also passionate about building sales funnels and consumer journeys that are reflective of the real customers represented and don't use outdated templates to justify traditional decision making. In other words, I am passionate about re-examining, reframing, and testing accepted marketing tactics and learning whether there are untapped markets to explore.

## PROFESSIONAL EXPERIENCE

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### **829 Studios, Boston, MA • Senior Account Executive**

*09/2021 – 06/2024*

For nearly 3 years I was a passionate leader of multiple projects, driving internal changes to process and culture, and revenue growth for 20+ business partners. I pioneered a new employee reward program for my department that became a staple in highlighting standout performance across the 200-person company. All while expanding my knowledge of digital marketing to include new platforms, AI, and new strategies across real estate, healthcare, IT, banking & finance, and even cannabis.

- Led **7 to 16 teams** at any given time. Teams would be from **3 to 35 members**, with clients across multiple industries and varied digital strategies (*Email, Paid, SEO etc*), focused on performance.
  - Most of which led to positive growth including **28% ROAS** for a hospitality client or a projected **\$1.5 MIL in Q2 2024 lead revenue** for a client that had seen \$0 digital lead sales in its previous attempts.
- Created a **monthly cultural program** for the 30+ members of the account management team including leadership.
  - I hosted and created programming for this virtual meeting with the goal of improving intrinsic collaboration between teammates that normally don't associate directly given the remote nature of the position
  - Although difficult to measure success, it did result in greater attendance on team meetings as well as more volunteers for participation

### **Down Under School of Yoga, Boston, MA • Marketing Director**

*11/2020 – 09/2021*

Although I started as Marketing Manager, I was quickly promoted to Director so that I had free reign to implement new strategies and policies. I overhauled a variety of processes and refocused KPIs across multiple digital and OOH channels. Including establishing new strategic benchmarks, updating project management SOPs, creating a new editorial POV to content production, and improve efficiency of the overall consumer journey all while learning a great deal about yoga and the wellness industry.

- Crafted a 2021 **brand refresh concept** slowly phased into completion at start of 2022
- Created a **business plan & marketing timeline** to support a new partnership with Life Alive Café that opened several new studios over the next few years
- Overhaul to **performance marketing strategy** including report structures and contextualizing data

## ***Pandemic Labs, Boston, MA • Group Account Director***

*01/2019 – 09/2020*

In transitioning to Group Account Director, I was responsible for directly managed a myriad of day-to-day and long-term needs for clients. Including content creation and copywriting for social media (Facebook, Twitter, Instagram, Blogs, and more), event management, training new hires on the agency and client side, leading campaign initiatives across a number of industries and audiences, and reporting to C-level executives on progress, wins, & trends.

- Added over **\$250K in revenue** from new clients & increased existing scopes by over \$300k
- Increased client's **brand awareness by 140% YOY & site traffic by 20%** by optimizing consumer journey through digital & social portals
- Generated **\$12M in bookings** via social ad placements on Facebook & Instagram as part of an influencer-supported highly targeted campaign

## ***Pandemic Labs, Boston, MA • Director of Strategy***

*10/2016 – 01/2018*

I transitioned to a role that included business development, managing office culture, and overseeing general strategy as our client roster grew YoY. I worked on all RFPs, supervised work product for all clients, developed tailored creative initiatives for each client..

- Developed a **Social Playbook** for the client on how to approach social from the brand POV
- Increased **engagement by 32%** of all Instagram content by partnering with AI Software to analyze the clients feed
- Launched an **Influencer Program** for a client which included sourcing, connecting, and partnering with influencers across all major initiatives. Creating content with them as well as developing relationships for long term projects.

## ***Pandemic Labs, Boston, MA • Senior Account Executive***

*11/2012 – 11/2016*

I focused mainly on managing and creating the editorial calendar for a handful of clients including Au Bon Ban, The Ritz-Carlton, Color IQ, and others. I led copywriting, content management, and worked directly with the client on approvals. I also collaborated on strategy, pitches for new accounts, and handled community management for many of our clients. In less than a year, I was managing a team to assist with the high messaging and content requirements.

- Crafted **100+ organic content** each week (on average) for a hospitality client across **8 social media channels**
- Managed all channel optimizations, training, and team alignment with platform updates
- In 2014, conceived & led the **execution of a social media program** – a “Thought Leadership Series” targeting a B2B audience on LinkedIn - which still has the highest CPM & clicks to site of any other organic content
- Developed an **Influencer Playbook** that pinpointed optimal voices for the client to kickstart an influencer program and then worked directly with those influencers on event partnerships in real time, campaigns which won awards

**SKILLS:** Creative Thinking & Strategy. **Performance Marketing.** Team Leadership & Training. **Project Management.** Crisis Management & Communications. **Reporting & Analytics.** Paid Marketing (*Search and Social*). **Email Marketing** (*Lead Nurture, Transactionals, SMS*) SEO & Organic Channels (*Social Media, Keyword Improvement, Blog Writing*). **Influencer Marketing.**

**TOOLS & TECHNOLOGY:** Microsoft Office and Google Suite. **Paid Marketing Platforms** (*Facebook, LinkedIn, Reddit, TikTok, Google Ad Words*). Email Marketing (*Hubspot, Revinat, Mailchimp, Klayvio*). **CRMs & Analytics** (*Google Analytics: UA & GA4, Salesforce, Unbounce, Netsuite*). SEO Tools (*GMBs & GBP, SEMrush, Spyfu, Google Search Console*)

## **EDUCATION**

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***BBA, Marketing • Salem State College, Salem, MA***

*(1999)*