

JUSTIN COMBS

859.991.0544 | ITSJUSTINCOMBS@GMAIL.COM

ABOUT

Accomplished storyteller with proven ability to develop products and implement various marketing and publicity strategies in support of business goals. Have led projects in branding, publicity, identity, trade shows, advertising, e-commerce, product development and online marketing and analysis. Worked with internal and external markets from many walks of life. Bilingual in French with an MA in Communication.

SKILLS

Writing and Content Creation | Project Management | Market Analysis | Program Analytics
Website Management | SEO | Digital Marketing | Funnel Management | Communication | Storytelling

SOFTWARE + APPLICATIONS

CONTENT

Microsoft 365 | WYSISYG Editors | Dash | WIX | Weebly | Google Analytics | Adobe Premiere

EMAIL

Basic HTML | WYSIWYG Editors | Stripo | Omeda | Silver Pop | Constant Contact
Send Blaster | Listrak | Post Up | Active Campaign

PROGRAM MANAGEMENT

MS Project | Trello | Monday | Jot Form | Google Drive | Drop Box

SOCIAL

Facebook | Twitter | Instagram | LinkedIn | Google Ads | Sendible | HootSuite

EXPERIENCE

2022-PRESENT

FIELD AEROSPACE

International aircraft modifier and upgrader working with DOD and other government agencies

Marketing Director

- Lead the development of all internal and external marketing and communication
- Write and distribute company newsletter
- Manage all social media relations and launched Employee Spotlight efforts for recruitment
- Manage press relations
- Oversee creation of all brand assets
- Rebuilt and manage website
- Manage trade show presence at industry shows

2016 - 2022

GARDNER BUSINESS MEDIA

Media and publishing company specializing in manufacturing market

Senior Marketing Manager

- Developed and executed marketing plans across integrated media channels - print, email, online, social, and events
- Brand direction for *Modern Machine Shop* and *Additive Manufacturing*
- Managed trade show presence for large media brands at industry shows
- Directed marketing and logistics for the development and execution of Gardner's conferences
- Product development through face-to-face customer and internal stakeholder interaction

2010 - 2016

LAMBDA TECHNOLOGIES

High-tech metal improvement company working in power, aerospace, military and medical fields

Marketing Manager

- Supervisor for the Marketing department, managing full-time, part-time and contract employees
- Develop and execute marketing plans for the entire company
- Marketing budget development, marketing metrics and ROMI
- Creative direction and creation of advertising, publicity, events, and direct marketing efforts
- Online development, e-mail campaigns, managed website
- Writing and creative brief development for all marketing materials
- Oversaw complete redesign of corporate website leading to a 65% increase in traffic and a 50% in online revenue.

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EXPERIENCE

2009

LITERACY CENTER WEST

Small non-profit organization in East Price Hill specializing in GED preparation and job placement.

Contract Communications Consultant

- Helped launch social media campaign to integrate viral marketing techniques
- Developed blog and other social media outlets
- Assisted in grant writing.
- Updated and reworked company documents, employee policy, case for support, and brochures and mailings

2006 - 2009

F+W MEDIA

Privately held publishing and media company, focusing on niche communities in enthusiast and hobbyist markets.

Associate Marketing Manager

- Product development for new media, including market research and customer feedback
- Solely responsible for direct to consumer and retail marketing for the art division leading to a 30% increase in direct to consumer sales in a 6 month period.
- Developed and executed web based, e-mail and print ad campaigns
- Developed all publicity plans and materials for the division
- Worked with editorial teams to correctly position print and digital projects including the launch of over 50 new digital products and programs
- Coordinated marketing and sales efforts between magazine, online and print properties
- Organized and created content for all division digital stores and web properties

2006 - 2008

F+W MEDIA

Marketing Coordinator

- Created ads for magazines, the web, and trade publications
- Wrote and edited back panel copy, ad copy, online store copy and catalog copy
- Developed promotional materials for trade shows
- Continued responsibilities from the Marketing Assistant position
- Stewardship over consumer shows
- Direct to consumer and viral marketing implementation and analysis

EDUCATION

UNIVERSITY OF CINCINNATI
MA Communication

EASTERN KENTUCKY UNIVERSITY
Bachelor of Arts in Public Relations and French

VOLUNTEER

4 PAWS FOR ABILITY | XENIA, OH

- Development Committee member assisting with marketing and fundraising efforts including strategy, copywriting, editing and digital support

BE CONCERNED | COVINGTON, KY

- Organize an annual fundraiser and canned good drive to help supplement the food bank.

NKY STAND DOWN | BELLEVUE, KY

- Developed website and helped with onsite logistics for an annual event supporting local unhoused veterans.