

Senior Marketing Executive

Summary: Accomplished & results-driven marketing executive with extensive experience leading teams to build brands & coalitions. Skilled at producing long-term value through traditional and digital marketing strategies while capitalizing on growth opportunities for an organization, customers, clients, markets, & business partnerships. Core competencies are leading digital marketing transformation, social media, team building, partnership engagement, and integrated marketing communication design, direction, and reporting.

Industry Experience: Science, Architecture, Sustainability, Chemistry, Building & Construction, Renewable Energy, Aquaculture, Remediation, Corporate Communications, Non-Profits, Fenestration, Education, Energy Efficiency, Infrastructure, Residential & Commercial Real Estate, Daylighting, Concrete Admixtures, Online Learning Management Systems and Content

Professional Experience

Team Zero/Energy & Environmental Building Alliance: Interim Executive Director; Director of Marketing (2018 to 2022)

Facilitated an effective merger of educational nonprofit Team Zero to EEBA, transitioning to Director of Marketing

Skills & Contributions:

Communications Strategy: Developed strategy, planning and KPIs (Team Zero)

SEO & UX: Led team to increase site traffic by as much as 200 %

Optimized Learning Management System for SEO, UX and paid search.

Revenue Maximization: Instrumental in securing \$200,000 through grants and sponsorships during 2021-2022.

Stakeholder Engagement: Secured solar and passive orgs in joint programming, resulting in increase in 2021, 2022 North American

Inventory of Zero Energy Homes. Spearheaded digital data collection resulting in 100% increase in reported zero energy units. Media

Relations: Developed press materials, digital press room, media partnerships, provided media research and active pitching.

Forta Corporation: New England sales representative (2015-to present)

Credited for opening previously stalled market, increasing sales of synthetic fiber for concrete reinforcement by more than 300% in the New England market. Recipient of the 2016 Forta Corp. National Sales Award. Architectural and presentations,

Technical Skills

CRM, PM Tools: MS

Teams

Google Drive

Trello

Monday.com

Hootsuite

SEM Rush

Loomly Constant Contact

Mail Chimp

Sales Force

Pardot

Paid/Earned Media

Google Ad Words/

Analytics

Meta (Facebook,

Instagram)

LinkedIn

Twitter

TicToc

Design Tools:

You Tube Creator iMovie

Pixlemator CANVA

Photoshop Illustrator

Website Admin:

WIX Squarespace

WordPress **Other:**

MS Suite

Digital Chalk (LMS)

Languages:

Spanish Proficient German

Elementary

Holdfast Communications: Owner (2000-Present)

Representative Client List & Accomplishments:

FilterPave – Columbus, Oh: (2011 to 2013)

Relaunched product line as a luxury eco-brand, targeting landscaping, architectural, & green building professionals as well as owners of high-end corporate campuses, high-profile municipal open spaces, & public/private land trusts.

Skills & Contributions:

Team Director Assembled, coached, & led a team of 10 members to achieve marketing sales KPIs.

Marketing Analysis: Analyzed mega trends, quality growth sectors, buyer profiles, & industry influencers

Trade Show Management: Designed, executed all elements of the campaign trade show schedule.

Increased Sales pipeline leads by 400%.

Media Buying: Identified target audiences and negotiated ad space with a wide range of media outlets, and help

Media Relations: Secured positive media placements, including Architectural Products, Architect Magazine, Road & Bridges. SEO: Drove organic Google search rate up to 79%, referral traffic up to 82%, & Yahoo up to 95% over a two-month period.

BASF Corporation, Building & Construction Initiative – Florham Park, NJ (2005 to 2014)

Positioned BASF Construction as the major player in the North American Sustainable Construction & Infrastructure markets. Designed, developed, & implemented marketing campaigns in coordination with team leaders. Ensured campaign success by recruiting & directing top talent. Partnered with key market players for attainment of business milestones & goals.

Skills & Contributions:

External Team Director: Increased visibility & value of BASF's construction market portfolio & leadership in sustainable development.

Digital Conference Director: Spearheaded, led teams to produce first BASF Sustainable Construction Virtual Expo.

Thought Leadership: Devised the annual BASF Roundtable for Sustainable Construction and BASF/DOE Energy's Builders Challenge Awards.

SEO, Marketing Automation: Employed Pardot drip campaign and SEO strategy to exceed marketing KPIs by 376%.

Editorial: Secured *NYT, Good Morning America, HGTV, Wall Street Journal, Architectural Record*, speech writing and ghost authorship.

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Mary MacLeod-Jones - Continued

BASF Specialty Polyurethanes Division -- Wyandotte, MI, (2011 to 2013)

Spearheaded an experiential, pull-through marketing campaign. Oversaw production of campaign resources, such as booth design, digital promotions, case studies, event staffing, wearables, giveaways, lighting, photography, videography.

Skills & Contributions:

Managed Budgets with a focus on reducing additional expenses, maximizing sales ROI.

Strategic Messaging: Streamlined campaign messages & goals by collaborating with clients' marketing & sales teams.

Lead Generation: Campaign project leads included more than 40,000 multi-family housing projects.

Wasco Products – Sanford, Maine (2002 to 2017)

Created AIA continuing education courses associated with daylighting strategies, commercial & residential top lighting, fiber optic systems, & daylight modeling tools. Improved outlook of business portfolio through advertisement, brochure designing, case study copy writing, & photography. Successfully secured show house participation as well as coordinated conference press activities & outreach.

Skills & Contributions:

Public Relations: National awards & media placements in metropolitan daily newspapers & trade publications.

Marketing Collateral: Copy writing, case studies, special interest publications, photo styling.

Educational Content: Authored [AIA-approved skylight courses](#), ghost written articles for sales teams that were delivered to 1,000+ architects.

Portfolio: Please visit holdfastcomm.com

Representative AIA Continuing Education Course Development:

- ❖ Daylighting High Performance Schools with Toplighting Strategies
- ❖ Chemistry: A Major Driver of Building Performance
- ❖ Creating Sustainable Spaces with Fiber Optic Full Spectrum Daylighting
- ❖ High Performance Design with Polycarbonate Glazing Systems

Education

The State University of New York at New Paltz, BA

Yale School of Management Executive Education Digital Marketing: A Strategic Perspective; Certificate, 2022

University of San Francisco: Internet Marketing Strategy; Certificate, 2012
