

JACQUELINE POEHLMAN

MARKETING DIRECTOR

hello@communicateyourjoy.com

5474 Case Dr SW, Wyoming MI 49418

+(616) 443-2226

SUMMARY

Strategic marketing director with 20+ years of experience driving measurable growth for B2B, B2C, e-commerce, and agency clients. Expert in developing and executing integrated marketing strategies across digital channels—including paid social, SEO, email automation, web content, and e-commerce optimization. Proven ability to lead teams, manage cross-functional initiatives, oversee complex campaigns, and translate data insights into actionable decisions. Seeking a marketing role where I can leverage my leadership, analytics abilities, and full-funnel marketing expertise to drive brand visibility and revenue growth.

KEY RESULTS

SEO & Organic Growth

Increased organic search traffic to 50.6% of total sessions for a healthcare client, generating 9,900+ organic visits annually with engagement times averaging 52 seconds per session.

Paid Media Performance (Meta Ads)

Managed Meta social campaigns delivering 1.3M+ impressions, 224K reach, and 20K+ link clicks on just \$4.3K total spend, achieving CPC as low as \$0.08 and CTRs up to 18.5%.

Engagement & Conversion Funnel Performance

Improved high-intent website engagement with a 66.7% engagement rate and drove more than 21,000 visits to a primary scheduling page, contributing to measurable increases in inquiries and booked appointments.

EXPERIENCE

Marketing Director — Seniors Helping Seniors Lakeshore (2026--present)

Own end-to-end marketing operations across paid/organic social media, email campaigns, website SEO, and local public relations.

Scaled client inquiry pipeline and mature caregiver recruitment through targeted Meta and Indeed advertising campaigns.

Enhanced local online visibility by updating CMS content, improving local search rankings, and optimizing landing page lead forms.

Developed automated email nurture sequences to convert prospective client inquiries and maintain relationships with key referral networks.

Expanded community footprint by authoring local press releases and securing strategic event partnerships across the Lakeshore area.

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EXPERIENCE CONTINUED

Vice President of Integrated Marketing — Flamingo Consulting (2020--present)

Lead strategic marketing initiatives for a diverse portfolio of clients, managing digital strategy, content development, and paid advertising execution.

Key Achievements:

- Manage and optimize multi-platform paid and organic social accounts, improving engagement and lead quality across industries.
- Develop brand websites in WordPress, Shopify, and Webflow, improving usability and conversion performance.
- Write and optimize SEO content that increases organic search visibility and inbound lead generation.
- Oversee team members, delegate projects, and maintain quality standards across deliverables.
- Advise clients on digital strategy, messaging, and brand positioning to support growth goals.

Principal / Marketing Consultant — Communicate Your Joy (2018-present)

Independent marketing consultant supporting small businesses, nonprofits, and political campaigns with digital strategy and online presence.

Key Achievements:

- Build and maintain WordPress and Squarespace websites optimized for user experience and conversions.
- Develop tailored marketing strategies for clients lacking in-house support, improving visibility and client acquisition.
- Provide content development, brand messaging, and campaign strategy for political candidates and emerging businesses.
- Manage client communication, project timelines, and budgets independently.

Copywriter & Digital Strategist — Cull Group (2017-2018)

Managed digital marketing retainers and led strategy, budgeting, execution, and analytics

Key Achievements:

- Oversaw multi-channel campaigns including Google Ads, Facebook Ads, SEO, and content marketing.
- Managed budgets and resources, ensuring efficient, results-driven use of client spend.
- Supervised and mentored junior team members to elevate content quality and strategic thinking.
- Wrote high-impact ad copy for search, display, and social campaigns to increase engagement and conversions.

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EARLY CAREER EXPERIENCE

Content Manager — Wolverine Worldwide (2015-2016)

Supported digital content strategy for seven global footwear brands.

Marketing Coordinator — Gordon Food Service (2010-2015)

Led copywriting and digital content creation for retail marketing initiatives.

E-commerce Content Specialist — Meijer (2009-10)

Managed meijer.com homepage content and weekly 750,000-subscriber email newsletter.

Created SEO-optimized product copy to support e-commerce growth initiatives.

Copywriter — Plenty Creative (Freelance) (2008-2013)

Completed freelance writing for clients such as Amway, Plastic Surgery Associates of GR, and WMCAT.

Web Marketing Specialist / Copywriter — Universal Forest Products (2004-2008)

Developed and maintained web content for consumer and professional brands.

Executed HTML updates, design adjustments, and email marketing campaigns.

Production Manager — Structure Interactive (2004-2008)

Coordinated workflows across account, design, and development teams.

Ensured accuracy and functionality of digital projects

EDUCATION

Aquinas College

Bachelor of Arts, Communications

GPA 3.8