

JAMIE KEITH

Vice President Marketing & Public Relations / *BANKING*

ABOUT

Dynamic and results-driven marketing and public relations executive with a proven track record of developing innovative strategies that elevate brand presence, drive engagement, and achieve business objectives. Expertise in leading teams, campaigns, communication, and brand awareness. Able to meet deadlines, through changing environments, while growing revenue.

WORK EXPERIENCE

Vice President Marketing & Public Relations

Sierra Central Credit Union

May 2022 – Present

Yuba City, CA

- Manage an annual budget, over two departments, of around \$1.4 million
- Produce and manage large-scale marketing initiatives companywide (membership campaigns, new product launches, brand awareness)
- Website management (design, updates, writing, promotions)
- Produce and present campaigns to management and staff
- Negotiate marketing contracts
- Teach Personal Finance to high school students via Junior Achievement
- Manage volunteers and emcee financial literacy, via Bite of Reality, to large-scale high school senior classes
- Create and deploy advertising campaigns (print, digital, web, email, radio, billboard, TV)
- Manage designers, marketing, and public relations staff
- Manage company events (Chamber networking events/ribbon cuttings and holiday parties)
- Produce, teach, and manage all financial literacy courses and scholarship program

Co-Managing Partner

Tres Hombres Restaurant & Bar

June 2022 – Present

Chico, California

Tres Hombres Restaurant & Bar is a polished Mexican restaurant located in Downtown Chico. With the largest selection of tequila north of Sacramento, this Chico institution started in 1987, and offers a large dining area, outside patio, taco bar and the private event space, Blue Agave Room.

As the co-Managing Partner, my tasks include:

- Contract negotiations
- Legal review and communication with attorneys
- Budget review
- Merchandise design and deployment
- Decor vision, design, and implementation
- Menu design and management
- Marketing design and deployment
- Business Finance Convention attendance
- Community event management

Marketing Manager

Sierra Central Credit Union

May 2021 – April 2022

Yuba City, CA

- Create and deploy advertising campaigns (print, digital, web, email, radio, billboard, TV)
- Manage designers, marketing, and public relations staff
- Manage an annual budget, over two departments, of around \$950,000
- Create and manage online marketing (website, email, social)

SKILLS

Reputation Management
Brand Strategy
Budget Management
Marketing Campaign Development
Digital Marketing
Content Creation / Storytelling
Advertising Contract Negotiation
Employee Engagement
Team Development
Change Management
Strategic Planning
Donation Solicitation
Event Management

EDUCATION

// California State University, Chico
**Masters of Science in
Organizational Administration
Focus in Business and
Public Administration**
May 2009
(thesis not finished, pending degree)

// California State University, Chico
**Bachelor of Arts in Journalism
Option in Public Relations
Minor in Marketing**
May 2006

SOCIAL MEDIA





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WORK EXPERIENCE

Director of Sales & Marketing

Appeal-Democrat Newspaper
April 2017 – May 2021
Marysville, CA

- Negotiate contracts with corporate marketing businesses across the United States
- Personally manage a book of \$1 million in revenue annually, including negotiations, booking, and account management
- Negotiate contracts with outside organizations, for their commercial print business, averaging \$240,000 annually
- Produce the annual magazine, Explore Yuba-Sutter (design, content, advertising)
- Produce the annual magazine, Best Of Yuba-Sutter (design, content, advertising), which was the largest and most profitable the publication had been, at over \$85,000
- Personally handle all facets of Best Of promotion and marketing by way of, website content and design, vote count, content creation, and manage the magazines sales team
- Oversee all aspects of advertising, public relations, marketing, creative services, commercial print, pre-print (inserts) and community relationships
- Manage company brand, online audience, and print audience as well as represent brand at local and regional functions and seminars
- Brand management of over 400 local and national businesses
- In charge or rebuilding California's oldest daily newspaper brand into something fresh and new, gaining a younger audience and relevance in today's online media world

Retail Advertising Manager

Appeal-Democrat Newspaper
June 2009 – April 2017
Marysville, CA

- Manage a portfolio of \$3.8 million annually
- Team leader with a monthly goal of \$400,000
- Produce, strategize, present, and sign annual sales contracts ranging from \$12,000 - \$50,000
- Set/review monthly, quarterly, and annual goals ranging from \$28,000 to \$90,000 per person
- Large monetary solicitation for advertising and sponsorship opportunities, daily ranging from \$1,200 to \$60,000
- Management of 240 active accounts per month, with over 100 contacted daily/weekly
- Produce, sell, and design monthly Prospect Magazine, with signed annual contracts, from 70 accounts, totaling \$15,000 per month
- Budget planning for monthly and annual sales campaigns
- Produce marketing materials for sales staff: fliers, brochures, and information packets
- Produce annual media kit and calendar of special publications
- Interview, hire, train, and produce all training material for new hires
- Create marketing material for internal promotional events and advertisements
- Represent the organization as a marketing influencer and brand champion
- Emcee marketing sales events (digital marketing and website creation)
- Lead project management across multiple departments, with monthly reporting, performance assessment, budget and goal review
- Train staff on online fulfillment procedures for online, mobile, and social media products

INTEREST

Hiking
Travel
Hospitality
Home Design
Camping
Military Advocacy
Community Outreach

PRO SKILLS

Typing
Calendar Management
Microsoft Office
Hootsuite
Webflow
Constant Contact
Adobe

AWARDS

/// **Paul Harris Fellow**
Rotary Club of Yuba City (2022)

/// **Volunteer of the Year**
Friends of the Marysville Stampede (2017)

/// **Chairman's Award**
Yuba-Sutter Chamber of Commerce (2015)

/// **Dottie Neubauer Volunteer of the Year**
Yuba-Sutter Chamber of Commerce (2012)