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BRIEFLY

- Launched into the marketing and communications industry in 1997
- Built a digital communications business with 20 employees and annual revenues over 900K in my 20s
- Transitioned into the software industry where I developed branding and UX skills
- Founded a local social network for communications professionals reaching over two thousand people
- Segued into marketing consulting in 2003, leveraging my entrepreneurial background and experience
- Completed a bachelor of communications from Mount Royal University in 2016
- Completed Social Media for Business certificate program at Mount Royal University in 2016

DRIVEN

I've had the great fortune to work with exceptional people and brands from all over the world including: Mandalay Entertainment (Hollywood), Pacific Century Group (Hong Kong), World Wide Corporate Networks (New York), CDS Consulting (Tokyo), Shaw Cable (Calgary), CGGVeritas (Houston), SpotCast (London), and Alliance Leadership (San Francisco). During that time, I developed a passion and drive for building great communications campaigns, the secret of which is: memorable messaging, exceptional design and inventive implementation.

WORK HISTORY

COMMUNICATIONS CONSULTANT	DEFROST DESIGN WORKS INC.	2003-present
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In this client-facing role, responsibilities include:

- Researching client marketing and communications requirements
- Performing communications audits and evaluations on existing marketing initiatives
- Writing web content for corporate websites and blogs
- Providing actionable suggestions on how to leverage social media trends and best practices
- Developing marketing plans with an emphasis on online marketing initiatives
- Designing brands for start-up companies and established firms seeking to rebrand
- Providing strategic direction to clients regarding online user experience and social media presence
- Optimizing search engine page ranking for clients seeking to improve their online presence

CREATIVE DIRECTOR	ENFOCOM INTERNATIONAL CORP.	2001-2003
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Core duties included product branding and website development for both Enfocom and its clients. I worked with senior management team to improve marketing prospects and corporate communications. This involved copy writing for websites, brochures, proposals, direct marketing campaigns and other communications. My duties also included designing tradeshow graphics, advertisements, presentations and animations.

MANAGING PARTNER	FUSION MEDIA GROUP	1997-2001
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Art Director (1997-1999) - Responsibilities included directing graphic design team, interviewing and hiring creative talent, and designing graphics for a wide range of corporate clients.

Marketing Director (1999-2001) - Wrote and edited copy for marketing promotions, presentations and advertorial content. I was a key member of the business development team participating in proposal development and sales communications. Also responsible for writing project case studies, staff profiles, company news and press releases.

EDUCATION

MOUNT ROYAL UNIVERSITY	Social Media for Business Extension Certificate (in progress)	2016
MOUNT ROYAL UNIVERSITY	Bachelor of Communication (Journalism) 3.95 GPA	2016
ACAD	Advanced Portraiture (Photography)	2004
UNIVERSITY OF CALGARY	Cont. Ed. Japanese I and II / Photography II	1997 / 2003

MANAGING EDITOR

CREB®Now / CALGARY REAL ESTATE BOARD

2017

CREB®Now is a weekly online and print publication produced by the Calgary Real Estate Board. The print version is distributed with the Calgary Herald to approximately 20,000 readers. I was brought in to facilitate production of the publication over a four-month period while the organization determined how to best restructure the media services team. As managing editor, I assigned stories to a team of 15 freelance writers and photographers. I edited approximately 40 stories per month, ranging from 600-1000 words each. I managed the WordPress-powered news website, posting 8-10 stories per week, and scheduled daily social media posts for five social platforms using Hootsuite. Over the term of the contract, I implemented new processes to improve editorial scheduling, story idea generation and contributor tracking. I also developed a formal social media plan with detailed recommendations to streamline platforms and improve branding.

EDITOR-IN-CHIEF

THE CALGARY JOURNAL

2015-2016

- Redesigned the print edition of the Calgary Journal including cover design, table of contents and inside spreads
- Developed and implemented new production processes and strategies
- Developed support documentation and style guide to assist writers and editors involved in production
- Provided editorial direction, including theme concepts, in cooperation with editorial team
- Designed infographics and other graphical elements to enhance contributors' story presentation
- Photographed two covers and a number of accompanying story photos
- Provided final copy edits on dozens of contributor stories

CONSULTANT

TRADESLIFE

2015

Tradelife is a social network targeted at trades people. As a consultant to the company, I created a communications plan, content strategy, and conducted an extensive audit of the company's marketing efforts, culminating in a set of key recommendations. I also developed a series of templates for story proposals, interview request emails, question lines and social media metrics. Finally, I put the strategy into action by writing a number of stories for company's website, which were disseminated via its social media platforms.

CONSULTANT

REDLINE ENGINEERING

2012

Redline Engineering is a Calgary-based firm specializing in electrical, mechanical and civil engineering. In 2012, the company was researching the potential of bringing a new software product to market. I was hired to explore the opportunity and to develop the marketing and commercialization plan. Core to the plan was a detailed timeline of commercialization tactics and communications strategies.

CONSULTANT

REDLINE INTERACTIVE

2011

Redline Interactive is a digital communications agency. In 2011, the company was transitioning from a primarily web focused firm to a fully integrated digital agency. I worked with Redline's leadership team to develop a comprehensive business development plan, which included analyzing the company's competition, target market, messaging, pricing and organization structure.

AWARDS

WINNER: CAJ AWARD	Risky decisions for Canadian cancer patients	2016
FINALIST: ACP DESIGN OF YEAR	We are all Treaty people	2016

FIND ME

LINKEDIN	www.linkedin.com/in/jesseyardley
TWITTER	www.twitter.com/jesseyardley
INSTAGRAM	www.instagram.com/jesseyardley