

JESSIE GENSON

CONTACT

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resume

EDUCATION

BACHELOR OF FINE ARTS

Speech Communication,
Public Relations emphasis
Valdosta State University
Valdosta, GA | 2008

SKILLS

- Digital Media Strategy
- Performance Marketing & Analytics
- Brand Strategy & Positioning
- Omnichannel Campaign Development
- Budget / Resource Management & ROI Optimization
- Social Media & Influencer Marketing
- Content Marketing & SEO
- Conversion Rate Optimization (CRO)
- Team Leadership & Cross-Functional Collaboration
- Digital Advertising Platforms (Meta, LinkedIn, Google Ads, Programmatic, Connected TV)

PROFILE

Strategic and results-driven marketing leader with 15+ years of experience spanning digital media, performance marketing, and omnichannel engagement. Known for a people-first leadership style that inspires teams, builds trust, and drives progress through change. Adept at bridging brand storytelling with commercial strategy to generate leads, boost conversion, and fuel long-term growth. Proven ability to break down silos across marketing, sales, and strategy functions to enable “One Team” execution and customer-centric innovation. Thrive in fast-evolving environments, delivering incremental improvements through ambiguity by leveraging data, critical thinking, and principled risk-taking to achieve measurable, scalable impact.

EXPERIENCE

DIRECTOR OF MARKETING (Jan 2024-Present)

BRAND & CONTENT DIRECTOR (Dec 2022-Dec 2023)

GEORGIA-PACIFIC, PACKAGING & CELLULOSE | ATLANTA, GA | DEC 2022 - PRESENT

Leads digital and traditional marketing efforts for Georgia-Pacific's Corrugated and Juno businesses. Manages forecasting, budget planning, and resource allocation to optimize performance across owned and paid channels. Oversees agency and vendor partnerships—ensuring efficient scope development, contract negotiation, and performance evaluation to drive commercial outcomes. Directs a cross-functional team to execute integrated, data-informed campaigns that strengthen brand visibility and generate qualified demand. Leverages data/CRM insights and regional business needs to deliver sales enablement tools and messaging that aligns with pipeline acceleration. Builds scalable processes, identifies team capability gaps, and guides strategic planning using economic and critical thinking to ensure alignment with business objectives.

Key Accomplishments (so far):

- Implemented an annual planning process incorporating strategic briefs, quarterly sprints, and integrated execution frameworks to ensure KPI alignment and continuous optimization.
- Led marketing team restructure and retraining following a division-wide org shift; aligned team capabilities to support Corrugated growth and sales enablement.
- Enabled value-based selling by delivering field-ready collateral, campaign assets, and CRM-integrated tools in partnership with commercial and Sales Force Effectiveness.
- Delivered 42x return on pipeline through regional pilot—demonstrating high ROI and establishing a scalable regional marketing model.
- Drove 59x return on pipeline through EarthKraft test campaign—validating paid media as a cost-effective lead source and prompting expansion planning.
- Designed and activated the first ‘always-on’ content strategy across four business units to keep brands top of mind and build sustained engagement.
- Drive international market expansion by developing a UK brand campaign for Juno that increased website traffic from the UK by 280%.
- Refined brand positioning and messaging framework for Hummingbird, using audience insights to improve message clarity, visual identity, and market competitiveness.
- Expanded marketing's influence and effectiveness across the business while navigating leadership transitions—demonstrating adaptability, strategic consistency, and results-oriented leadership.

AWARDS

2023 PRNEWS Digital

Award – Teacher Appreciation Week

Category: Use of Generated
Content

2020 Shorty Awards

Finalist - #LetGuiltGo Campaign

Category: Family/Parenting

2020 Franchise

Innovation Awards Winner - Best Social Media Campaign - #LetGuiltGo

Category: Marketing &
Branding

2017 GOLD Marcom

Award - 2016 Emory Law Centennial Collegiate Postcards

Category: Print Media | Direct
Marketing | 21c. Direct Mail
Campaign

COURSES

IDEO University

Human-Centered Strategy
Certification

- Designing Strategy
- Activating Strategy

Emory University

Continuing Education

- Foundations of
Graphic Design
- Adobe InDesign 1 & 2
- Adobe Photoshop 1
- Adobe Illustrator 1

CPI = Cost Per Inquiry

SR. MANAGER, CONTENT STRATEGY

PRIMROSE SCHOOLS FRANCHISING CO. | ATLANTA, GA | 2021 - 2022

Spearheaded Primrose Schools' digital content strategy to boost brand awareness, engagement, and conversion across the consumer journey. Led cross-functional efforts to align, prioritize, and measure messaging across owned and paid digital channels. Leveraged data-driven insights, audience segmentation, and brand priorities to craft high-impact messaging for integrated campaigns. Partnered with agencies and internal teams to optimize content strategies based on platform, targeting, and campaign goals. Orchestrated omnichannel digital strategies to accelerate growth, overseeing content across social, email, blog, and paid media. Streamlined content workflows to enhance efficiency, performance, and brand consistency.

Key Accomplishments:

- Enhanced brand storytelling and conversion strategies by implementing Facebook conversion events to identify high-intent consumers in the education and consideration phases, driving a significant increase in digital school inquiries at an efficient \$42.43 CPI (compared to the ~\$120 average).
- Developed and executed a high-impact 'win-back' paid media campaign targeting families who withdrew during the COVID-19 pandemic, leveraging health and safety messaging to drive 648 re-enrollments within the first month.
- Led the award-winning 2022 Teacher Appreciation Week campaign, utilizing user-generated content to boost engagement and brand awareness, achieving a 10.28% overall engagement rate—a 198% increase over the monthly average (3.45%).
- Established and led the brand's first 'Test and Learn' framework, leveraging data-driven insights to refine brand messaging, optimize digital media performance, and drive continuous innovation across omnichannel marketing strategies.
- Developed the business case for an in-house creative agency and led its implementation, streamlining content creation processes to drive significant cost savings, improve cross-functional efficiency, and elevate content quality across digital channels.

MANAGER, SOCIAL MEDIA STRATEGY

PRIMROSE SCHOOLS FRANCHISING CO. | ATLANTA, GA | 2018 - 2021

Led the comprehensive social media strategy across all business segments, including enrollment, franchising, real estate, and employer-sponsored initiatives, ensuring alignment with overarching brand and business goals. Oversaw a ~\$3MM annual paid social media budget, optimizing investments across platforms to maximize ROI, lead generation, and brand engagement. Transformed social media, email, and blog channels into data-driven performance platforms, optimizing engagement and conversion to drive measurable business impact. Managed brand and school-level editorial calendars, content planning, and multimedia production, streamlining workflows for maximum efficiency. Spearheaded influencer marketing campaigns, collaborating with agency partners and leading internal teams to execute high-impact digital marketing strategies that generated inquiries and leads.

Key Accomplishments:

- Served as interim paid media manager, successfully transitioning a complex paid search campaign between agencies while leading an integrated digital strategy to refill schools during COVID—resulting in a record-breaking daily digital inquiry volume (Q1 2021).
- Managed and optimized paid social budget, driving a 185% increase in paid social-assisted inquiries, a 41% decrease in assisted CPI, and a 121% increase in direct inquiries YoY (August 2019).
- Launched Facebook Dynamic Ads, delivering more relevant, localized ads to prospective parents, generating 815 assisted inquiries in four months at a CPI of \$57.37 (August 2019).
- Oversaw the award-winning social media activation of the #LetGuiltGo campaign, seamlessly integrating influencer partnerships to enhance brand reach and engagement.

WORKING WITH JESSIE

Jessie is a smart, strategic marketer and leader. She's a unicorn of sorts with her ability to stay extremely organized but think creatively. Lead with empathy but always stay focused on the business goals. Think big picture but also laser-focused on the details. I had the privilege of working aside Jessie for 2+ years and I watched her grow into many different roles. I admire her work ethic, adaptability, working style (she's quick!), and positive thinking. She's truly one of the most talented people I have worked with!

— Christyne Muller, Vice President, Brand Franchise Management at The Lumistella Company

"Jessie's passion for her work was apparent in the first interview and remained that way throughout the years we worked together. Jessie is a natural-born leader who actively ensures everyone around her is set up for success. She's gifted at both strategy and execution, and I would jump at the chance to work with (or, let's be serious, FOR) her again."

— Aimee Harris, Vice President, Brand Management at Primrose Schools

"Jessie is a multi-disciplined marketer with a strong understanding of the intersection of channel and content strategy, leveraging data to inform continuous optimization. Highly process-oriented with a hybrid participatory and transformational leadership style, Jessie is strong in a fast-paced environment that is in growth mode. In her current role, she is an analytical and creative unicorn (and does both well!)."

— Billy Grace, Sr. Director, Digital Marketing at Primrose Schools

"Jessie has a discipline about her that instills a sense of confidence in the larger working team. Motivating a group to rally behind a concept or project can be challenging, but when that mentality is felt from the [project] lead it somehow makes the project easier. Even when she's in a more supporting role within a project, her discipline in completing that work at a high-quality keeps everyone else on their game. She models and leads by example. Jessie is capable of flexing in the 'in between.' She can pull herself down into the weeds of parts and pieces of a project and then just as easily push herself back up to the bird's eye view in ways few really can successfully while also keeping a project moving. I cannot think of another leader I've encountered that can so seamlessly vacillate between the demands of both sides within a project."

— Alison Floyd, Sr. Manager, Digital Marketing at Primrose Schools

"Jessie does not fail. She wins or she learns. And when she learns, she turns it into a future win."

— Kenyatta Greer, Sr. Director of Communication at Emory University School of Law