



CONTACT

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✉️ JillianPhifer@gmail.com

🌐 www.JillianConley.com

SKILLS

- **Design & Website Platforms:** Canva, Wix.com
- **Productivity Tools:** Google Suite, Microsoft Suite
- **AI Tools:** ChatGPT
- **Social Media Platforms:** Facebook, Instagram, LinkedIn, Google My Business
- **Marketing Tactics:** Email Marketing, Content Writing, Storytelling, Advertising (Print & Digital), Grassroots Marketing
- **Strategic Skills:** Budget Management, Team Management, Communication Strategies, Brand Development, Brand Compliance, Marketing Strategy
- **Leadership Skills:** Leadership Development, Team Mentoring
- **Technical Skills:** Analytics, Graphic Design, Website Design, Social Media Management

REFERENCE

Leah Rogers *Former Boss/Business Partner*
Associate Executive Director | YMCA
Email : Note4Leah@gmail.com

Brooke Carmicheal *Current Employee*
Assistant Marketing Director
Email : brooke@sandboxcomm.com

Samantha Spittle *Former Employee*
Social Media Manager
Email : SamanthaSpittle@gmail.com

JILLIAN CONLEY (PHIFER)

VICE PRESIDENT OF MARKETING,
COMMUNICATIONS, AND STRATEGIES

COVERLETTER

Dear SeaWorld Orlando Hiring Team,

I am applying for the Vice President of Marketing position with more than 16 years of marketing experience, a current VP leadership role, and a personal connection to the world your guests come to discover. As an amateur ichthyologist, I spend much of my personal time studying and observing fish and marine life. SeaWorld is an opportunity to bring my professional experience and personal curiosity together—helping translate wonder into compelling reasons to visit, return, and build a lasting connection with your parks.

As Vice President of Marketing at CEO Consulting Group, I oversee integrated marketing for six organizations across the for-profit and nonprofit sectors. My responsibilities span communications, graphic design, web development, social media, content, and event strategy. Alongside that direct responsibility, I provide marketing coaching and strategic guidance to a network of 127 CEOs in the Washington, DC area. I teach leaders how to approach marketing, establish strategy, and lead the work required to bring it to life.

Before this role, I founded and ran a marketing agency, growing it to \$300,000 in revenue within 18 months. My career also includes marketing responsibility across nine Whole Foods Market locations, a store-opening campaign, nonprofit brand development, and leadership of teams of up to 20. These experiences have taught me to connect creative work with business priorities while giving teams the direction and support they need to execute.

I am trained and certified in Donald Miller's StoryBrand framework, and I bring that discipline to developing clear, audience-centered narratives. For SeaWorld and Aquatica Orlando, I would bring a deep interest in understanding what motivates guests and translating those insights into coordinated campaigns that support attendance, repeat visitation, and revenue. My empathy for people and passion for marine life shape the questions I ask: What will make someone care? What will help them connect? What will inspire them to act?

I also use AI such as ChatGPT extensively to support marketing analysis, campaign development, creative concepts, project planning, and communications, and I train others in its use. Combined with hands-on expertise in digital platforms and content development, this allows me to contribute at both the strategic and execution levels.

After more than three years in my current VP role, I am selectively pursuing an opportunity to invest my experience in an organization I have long admired. I would welcome a conversation about how my integrated marketing background, entrepreneurial perspective, and commitment to meaningful storytelling could support SeaWorld and Aquatica Orlando's next chapter.

Sincerely,

Jillian Conley

CAREERHIGHLIGHTS

- **Founder and Successful Business Owner:** Grew my own marketing company to \$300K in revenue within 18 months, providing comprehensive marketing solutions to clients across diverse industries, from small businesses to larger enterprises.
- **Regional Marketing Leadership for Whole Foods Market:** Managed the marketing and communications strategy for nine Whole Foods Market locations in Northern Virginia, executing campaigns that drove brand awareness, customer engagement, and sales growth across the region.
- **Brand and Digital Strategy Expert:** Built over 60 websites and developed more than 75 brands, helping businesses establish their online presence, refine their brand identity, and effectively communicate their value to target audiences.



JILLIAN CONLEY (PHIFER)

VICE PRESIDENT OF MARKETING,
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SHORT BIO

I started my marketing career in 2010 at Central Florida YMCA, then the nation's third-largest YMCA association, training teams and developing its brand revitalization across all 24 locations. From there, I led the successful Ashburn Whole Foods Market opening before taking on marketing and team leadership for eight additional Northern Virginia stores. After growing my own agency to \$300,000 in revenue within 18 months, I became VP of Marketing, now overseeing marketing for six organizations and coaching 127 DC-area CEOs. I'm also StoryBrand certified and wrote the marketing chapter of Building Freedom—sharing what I've learned from helping businesses tell their stories and grow.

WORK SNAPSHOT

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APT 13
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EDUCATION

2005
SOUTHEASTERN UNIVERSITY

- Bachelor of Science
 - Practical Theology
- Minor:
 - Pastoral Counseling

SKILLS

- Vision & Brand Direction
- Integrated Marketing Strategy & Planning
- Creative Direction & Digital Experience
- Content Strategy & Brand Storytelling
- Executive Communication & Stakeholder Engagement
- Critical Thinking & Strategic Decision-Making
- Team Leadership, Coaching & Development
- Email Strategy & Lead Nurturing
- CRM Strategy & Marketing Automation
- Marketing Analytics & Performance Measurement
- Marketing Budget Planning & Resource Allocation
- AI Integration & Workflow Optimization
- Executive Marketing Education & Advisory
- Brand Revitalization & Organizational Training
- Event Strategy & Launch Leadership
- Multi-Location Marketing & Team Coordination

CEO Consulting Group

2023-PRESENT

Vice President of Marketing, Communication, & Strategies | *Remote Work*

- **Leadership in Company Growth:** Integrated Very Good Marketing Co. into a larger business entity under my mentor's company, taking on a leadership role as VP of Marketing, Communications, and Strategies.
- **Strategic Oversight:** Led the development and execution of high-level marketing strategies for a diverse client base, including growth initiatives that aligned with both business goals and client values.
- **Team and Client Mentorship:** Provided mentorship and strategic direction to both the internal team and clients, enhancing marketing effectiveness and contributing to significant business results. We currently serve over 100 CEO woman and have more than 36 industries represented.

Very Good Marketing Co.

2020-2023

CEO | Owner | Virtual Marketing Agency | *Remote Work*

- **Scaled Company to \$300K:** Founded and successfully grew Very Good Marketing Co. to a \$300,000 business, offering a full suite of marketing services to small and medium-sized businesses managing over 50 brands at one time.
- **Strategic Campaign Execution:** Designed and executed marketing strategies for diverse clients, achieving significant improvements in brand awareness, customer engagement, and revenue growth.
- **Client Retention and Growth:** Built strong client relationships through personalized service, maintaining a high client retention rate and growing the company's portfolio.

Whole Foods Market

2015-2018

Metro Marketing Director | Northern VA

- **Launched Ashburn Location:** Directed the grand opening marketing campaign for Whole Foods Market Ashburn, VA, which resulted in exceeding store opening day revenue projections and customer engagement goals.
- **Strategized Metro Marketing for Nine Stores:** Developed and executed marketing strategies for nine Northern Virginia Whole Foods locations, aligning promotions and campaigns to regional customer needs.
- **Customer-Centric Campaigns:** Created and implemented customer-focused marketing initiatives that drove foot traffic and enhanced brand loyalty, contributing to ongoing sales growth across the region.

YMCA of Central FL | YMCA Fairfax County Reston

2010-2015

Marketing Manager & Specialist | Orlando, FL | Reston, VA

- **Led Brand Revitalization Initiative:** Spearheaded the 2012 YMCA brand revitalization project, developing a comprehensive training program to ensure consistent brand messaging across the organization.
- **Managed \$8 Million Branch Communications:** Oversaw the marketing and communications strategy for the YMCA Fairfax County Reston Branch, driving community engagement and membership growth for an \$8 million branch.
- **Enhanced Stakeholder Engagement:** Successfully built partnerships with community leaders and stakeholders, boosting YMCA's visibility and impact within the Northern Virginia area.