

CONTACT

703-901-3818

JillianPhifer@gmail.com

www.JillianConley.com

LEADERSHIP & INTERPERSONAL SKILLS

- Empathetic & Supportive Leadership
- Culture Building & Team Engagement
- Relationship Building & Collaboration
- Clear Communication & Active Listening
- Coaching, Mentoring & Developing Leaders
- Executive Presence & Self-Assurance
- Critical Thinking & Sound Judgment
- Creative Problem-Solving
- Adaptability & Composure
- Accountability & Follow-Through

REFERENCES

Tina Johnson | CEO and Current Supervisor
Owner | CEO Consulting Group
Email : Tina@theceowoman.com

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

Megan Clark | Current CMO Client
CEO | Clark Financial Solutions
Email : Megan@ClarkFinancialPlanning.com

JILLIAN CONLEY (PHIFER)

VICE PRESIDENT OF MARKETING, COMMUNICATIONS, AND STRATEGIES

COVERLETTER

For more than 16 years, I've helped organizations find their voice, connect with people, and bring their marketing into focus. I'm now looking for an opportunity to invest that experience in one organization—to know its people and audience deeply, strengthen its brand, and help shape its growth over time. Over the last six years, I've served as a fractional CMO for dozens of for-profit and nonprofit organizations, coached hundreds of women business owners, and led teams of up to 20. In my current role as Vice President of Marketing at CEO Consulting Group, I bring strategy, communications, creative direction, digital marketing, and events together into coordinated plans. I teach marketing, guide the people doing it, and stay involved in making it happen.

My career began at the YMCA of Central Florida, where I developed and delivered brand revitalization training across 24 locations from 2010–2012. Working with everyone from front-desk staff to the executive team taught me that a brand comes to life through its people. I carried that understanding into my work with the YMCA of Metropolitan Washington and later Whole Foods Market, where I led the Ashburn opening campaign. The store generated $1.2 million in its first seven days against a $500,000 goal, and my responsibilities expanded to marketing and team leadership across nine Northern Virginia locations.

Building my own agency gave me another perspective: the responsibility of growing a business while caring for the people and clients who depend on it. I grew the agency from zero to 25 clients in fewer than 18 months and sustained $30,000 in monthly revenue for six consecutive months, including approximately $10,000 in recurring membership revenue.

The work I enjoy most is bringing clarity where things feel scattered. I listen, ask questions, study the data, and spend time understanding the experience we're inviting people into. From there, I help build a strategy the team can understand and carry forward. I lead with empathy and clear expectations, making sure people have the direction, resources, and support to do their best work. Developing their confidence and leadership matters to me just as much as holding us accountable for results.

I'm also StoryBrand certified and was invited to write the marketing chapter of Building Freedom for women beginning their entrepreneurial journeys. I use AI in practical ways to support research, analysis, campaign development, and planning, and I teach others how to use it thoughtfully. Whatever the tool or channel, my purpose stays the same: help people understand the value an organization offers and give them a meaningful reason to connect.

I'm being intentional about this next chapter. I want to bring my experience, curiosity, and care to a brand I can grow with—to build strong relationships, develop future leaders, and create marketing that contributes to lasting success. I would welcome a conversation about your goals and how I could help bring them to life.

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.