

# JILLIAN CONLEY (PHIFER)

VICE PRESIDENT OF MARKETING,  
COMMUNICATIONS, AND STRATEGIES

## COVERLETTER

After over 13 years in the marketing industry, managing everything from brand revitalizations to successful product launches across multiple sectors, I'm seeking an opportunity to slow down and focus on one brand, rather than managing a hundred at once. As I transition into single motherhood and search for a new sense of stability, I want to dedicate myself to a role where I can make a lasting impact—telling stories that matter and helping one organization thrive.

In my current role, I oversee marketing strategies for a variety of clients, juggling multiple brands, campaigns, and teams. While I've loved the dynamic nature of this work, I'm now ready to focus on a single company, allowing me to bring my full attention and energy to developing its marketing strategy and unlocking its full potential. I'm excited by the prospect of working with a company long-term, where I can build a solid foundation and help define what success looks like.

My extensive experience is only part of what I bring to the table. I started college at 16, grew my own business to \$300K in revenue, and have managed teams of up to 15 people. I've led initiatives for both for-profit and non-profit organizations, from managing multi-million-dollar branches to executing high-impact marketing campaigns. I thrive on creating strategies that not only increase revenue but also tell meaningful stories. I know how to lead teams, manage budgets, and execute both digital and grassroots campaigns that deliver results.

More than just my experience, I offer a genuine passion for helping businesses succeed. I'm eager to work with a brand where I can contribute to long-term growth and provide the kind of stability I'm looking for in my own life. I would love to bring my skills in marketing strategy, leadership, and storytelling to help your company achieve its vision of success.

Thank you for considering my application. I look forward to the opportunity to discuss how I can contribute to your team and help your company thrive.

Sincerely, *Jillian Conley*

## CAREER HIGHLIGHTS

- **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 40 websites and developed more than 30 brands, helping businesses establish their online presence, refine their brand identity, and effectively communicate their value to target audiences.

## CONTACT

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🌐 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

**John Roquemore** *Current Employee*  
Assistant Marketing Director  
Email : Hello@johnroquemore.com

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



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VICE PRESIDENT OF MARKETING,  
COMMUNICATIONS, AND STRATEGIES

## SHORT BIO

I've spent over 13 years in marketing, diving deep into brand strategy and communications. In 2012, I led the Central Florida YMCA's brand revitalization, then oversaw marketing for the \$8 million YMCA Fairfax County Reston branch. I also launched the Ashburn Whole Foods Market and managed marketing for nine stores across Northern Virginia. After growing my own marketing company to \$300,000 in just 18 months, I joined my mentor's company as VP of Marketing. Now, I'm ready to find a new direction — a career I can love and retire from, aligned with my values and goals.

## CONTACT

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Oviedo, FL 32765

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## EDUCATION

2005  
SOUTHEASTERN UNIVERSITY

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

## SKILLS

- Visionary
- Strategic Leadership and Planning
- Web/Graphic Design
- Content Marketing & Storytelling
- Effective Communication
- Critical Thinking
- Leadership & Team Management
- Email Marketing & Lead Nurturing
- CRM & Marketing Automation
- Data Analytics & Marketing KPIs
- Budget Management

## WORK SNAPSHOT

**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** 2012-2015  
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.