

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 : Note4Leah@gmail.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.



EDUCATION

2005
SOUTHEASTERN UNIVERSITY

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

MARKETING & OPERATIONAL EXPERTISE

- Integrated Marketing Strategy, Planning & Campaign Execution
- Brand Development, Revitalization & Standards
- Membership & Subscription Marketing
- Content Strategy, Development & Brand Storytelling
- Graphic Design & Visual Brand Management
- Website Development, Content & User Experience
- Email Marketing, CRM, Automation & Lead Nurturing
- Social Media Strategy & Management
- Search Engine Optimization & Google Business Profile Management
- Marketing Analytics, Data Interpretation & Performance Measurement
- Event Strategy, Marketing & Launch Execution
- Community Outreach & Multi-Location Marketing Coordination
- Stakeholder Collaboration, Team Operations & Project Management
- Budget Planning & Resource Allocation
- AI Workflows, Marketing Training & Process Optimization

CERTIFICATION & PUBLICATION

StoryBrand Framework Donald Miller
Building Freedom — Contributing Author

JILLIAN CONLEY (PHIFER)

VICE PRESIDENT OF MARKETING, COMMUNICATIONS, AND STRATEGIES

SHORT BIO

Marketing professional with 16+ years of experience connecting brand strategy, digital content, community outreach, and events to business and membership goals. Former YMCA employee who developed and delivered brand revitalization training across Central Florida's 24 locations before continuing with the YMCA of Metropolitan Washington. Brings hands-on experience in graphic design, website management, email marketing, social media, SEO, and campaign analysis, along with a collaborative approach to supporting teams and serving communities.

WORK SNAPSHOT

CEO Consulting Group — 2023-PRESENT

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

- Oversee integrated marketing for up to six for-profit and nonprofit organizations, connecting communications, graphic design, website development, social media, content, and event strategy.
- Serve as a marketing partner to clients and internal teams, translating organizational priorities into coordinated campaigns and managing work from planning through delivery.
- Provide marketing education, coaching, and strategic guidance to a network of approximately 120 CEOs in the Washington, DC area.
- Lead marketing that connects annual summit attendance of 200–300 participants with business-school enrollment; programs reach capacity, and the school generates more than half of company revenue.
- Use marketing data and audience insights to guide content and campaign decisions, incorporating AI into analysis, creative development, planning, and communications.

Very Good Marketing Co. — 2020-2023

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

- Founded and grew a marketing agency from zero to 25 clients in fewer than 18 months, delivering digital and print marketing services to small businesses.
- Sustained $30,000 in monthly revenue for six consecutive months, including approximately $10,000 in average monthly recurring membership revenue and $20,000 in client project work.
- Developed and executed integrated marketing strategies encompassing brand messaging, website design, content, email, social media, and grassroots outreach.
- Led a six-person team, coordinating client priorities, creative production, and project delivery.
- Integrated the agency into CEO Consulting Group in 2023, continuing in a marketing leadership role.

Whole Foods Market — 2015-2018

Metro Marketing Director | Northern VA

- Led the Ashburn store-opening marketing campaign from strategy through execution, helping generate $1.2 million in first-week revenue against a $500,000 goal—140% above target.
- Coordinated local officials, news coverage, and 15 local influencers to build awareness and encourage opening-week participation.
- Expanded responsibilities after the launch to marketing and team leadership across nine Northern Virginia stores.
- Developed campaigns and promotions tailored to local audiences while maintaining a consistent brand experience across locations.

YMCA of Central FL | YMCA Fairfax County Reston — 2010-2015

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

- Led branch marketing and communications, supporting membership growth and community engagement for an $8 million branch.
- Helped the branch meet monthly membership growth goals for three consecutive years.
- Managed the branch's transition to updated branding and developed a mobile app to improve member and staff communications.
- Supported staff training, community partnerships, and business-office functions, including budgeting and purchase orders.

Visit my Resume Website to learn more! www.JillianConley.com