



JESSE YARDLEY

2325 Erlton Street SW
Calgary, Alberta, Canada
T2S 2V7

Phone ▶ 403.470.3394
Email ▶ jesse.yardley@gmail.com
Web ▶ www.jesseyardley.net

BRIEFLY

- Initiated my marketing and communications career in 1997.
- Built a digital communications business with +20 employees and annual gross revenue of +\$900K in my 20s.
- Moved into the software industry where I developed an understanding of application design and UX.
- Founded a network for creative professionals reaching over two thousand people.
- Segued into marketing consulting in 2003, managing a small team of employees and contractors.
- Completed my bachelor of communications from Mount Royal University in 2016, with a specialization in journalism.
- Completed the Social Media for Business certificate program at Mount Royal University in 2016.

WORK HISTORY

MARKETING MANAGER

FERUS NATURAL GAS FUELS

2019-2021

Core duties included planning and executing strategic marketing initiatives aimed at increasing the adoption of LNG (instead of diesel) in remote communities and industrial operations. While at FERUS NGF, I developed new brand standards, managed the company website, produced social media content and blog posts, wrote press releases, shot and edited video content, photographed field operations and equipment, designed vehicle decals, brochures, business cards, greeting cards, indoor/outdoor signage, trade show banners/booths, swag items, and a wide variety of document templates. I also assisted in regulatory applications, proposal development, and stakeholder engagement.

MARKETING MANAGER

COMMUNICA PUBLIC AFFAIRS

2017-2019

Core duties included the planning and administration of Communica's annual marketing budget; directing external communications and messaging; producing content for the company's website and social media channels; participating in the development of proposals; providing business strategy and operational input as a member of the Leadership Team; leading a small team of marketing and sales personnel.

COMMUNICATIONS CONSULTANT

DEFROST DESIGN WORKS INC.

2003-2011

In this client-facing role, responsibilities include:

- Researching and documenting clients' marketing and communications requirements
- Performing communications audits and evaluations on existing marketing initiatives
- Writing web content for corporate websites and blogs
- Providing actionable suggestions on how to leverage social media trends and best practices
- Developing marketing plans with an emphasis on online marketing initiatives
- Designing brands for start-up companies and established firms seeking to re-brand
- Providing strategic direction to clients regarding online user experience and social media presence
- Optimizing client websites for organic search engine page ranking

CREATIVE DIRECTOR

ENFOCOM INTERNATIONAL CORP.

2001-2003

Core duties included software branding and marketing for both Enfocom and its customers. As a member of the Leadership Team, I worked with senior managers to develop a set of best practices for front-end development with attention to improving user experience. I also managed multiple, concurrent projects for Enfocom's software and website customers across Canada and the U.S.

MANAGING PARTNER

FUSION MEDIA GROUP

1997-2001

ART DIRECTOR (1997-1999) Directed a team of graphic and web designers while producing a wide range of print and web-based communications materials for a global clientele.

MARKETING DIRECTOR (1999-2001) - Developed marketing promotions, event presentations and advertising content. Supported the business development team in proposal development and targeted sales initiatives. Developed a series of project case studies, press releases, and customer testimonials.

EDUCATION

MOUNT ROYAL UNIVERSITY	Social Media for Business Extension Certificate	2016
MOUNT ROYAL UNIVERSITY	Bachelor of Communication (Journalism) 3.95 GPA	2016
ACAD	Advanced Portraiture (Photography)	2004
UNIVERSITY OF CALGARY	Cont. Ed. Japanese I and II / Photography II	1997 / 2003

RELEVANT PROJECTS

MANAGING EDITOR	CREB®Now / CALGARY REAL ESTATE BOARD	2017
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CREB®Now is a weekly online and print publication produced by the Calgary Real Estate Board. The print version is distributed with the Calgary Herald to approximately 20,000 readers. I was contracted to facilitate production of the publication over a four-month period while the organization determined how to best restructure the media services team. As Managing Editor, I assigned stories to a team of 15 freelance writers and photographers. I edited approximately 40 stories per month, ranging from 600-1000 words each. I managed the WordPress-powered news website, posting 8-10 stories per week, and scheduled daily social media posts for five social platforms using Hootsuite. Over the term of the contract, I implemented new processes to improve editorial scheduling, story idea generation, and contributor tracking. I also developed a formal social media plan with detailed recommendations to streamline platforms and improve branding.

EDITOR-IN-CHIEF	THE CALGARY JOURNAL	2015-2016
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- Redesigned the print edition of the Calgary Journal including cover design, table of contents and inside spreads
- Developed and implemented new production processes and strategies
- Developed support documentation and style guide to assist writers and editors involved in production
- Provided editorial direction, including theme concepts, in cooperation with editorial team
- Designed infographics and other graphical elements to enhance contributors' story presentation
- Photographed two covers and a number of accompanying story photos
- Provided final copy edits on dozens of contributor stories

CONSULTANT	TRADESLIFE	2015
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Tradelife is a social network targeted at trades people. As a consultant to the company, I created a communications plan, content strategy, and conducted an extensive audit of the company's marketing efforts, culminating in a set of key recommendations. I also developed a series of templates for story proposals, interview request emails, question lines and social media content. I then produced a number of content pieces as exemplars, writing several articles for company's website, which were subsequently disseminated via its social media platforms.

CONSULTANT	REDLINE ENGINEERING	2012
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Redline Engineering is a Calgary-based firm specializing in electrical, mechanical and civil engineering. In 2012, the company was researching the potential of bringing a new software product to market. I was hired to develop the marketing and commercialization plan for new services. Core to the plan was a detailed timeline of commercialization strategies and tactics.

CONSULTANT	REDLINE INTERACTIVE	2011
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Redline Interactive is a digital communications agency. In 2011, the company was transitioning from a web-focused firm to a fully integrated digital agency. I worked with Redline's leadership team to develop a comprehensive business development plan, which involved analyzing the company's competition, target market, messaging, pricing and organization structure.