

# MARRISSA STEWART

Integrated Media & UX/UI Strategist

## OVERVIEW

I am a people-first integrated marketing strategist & accounts expert focused on helping marketing agencies grow their reach and build efficient operations.

With +10 years of agency experience, I enthusiastically offer employers my in-depth knowledge in SEO, branding, copywriting, web design, PPC, social media and integrated marketing strategy development.

A bonus? I have a passion for problem solving all marketing needs with efficiency & quality regardless of budget.

## KEY SKILLS

Integrated Marketing Strategy

Cross-team management

Project management

Team Synergist

Search Engine Optimization

Paid Media Management

Google Analytics

UX Design


Adobe Photoshop & XD

Google Suite

Microsoft Suite

Workamajig, Asana, & Basecamp

## CONTACT

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[Design Portfolio](#) 

[LinkedIn Profile](#) 

Sacramento, CA 

## WORK EXPERIENCE

### OPERATIONS & MARKETING DIRECTOR | 2014 - 2018 | 2021 - Present

Jessica Lynn Design | Web: [www.jessicalynndesign.com](http://www.jessicalynndesign.com)

Successfully recruit, hire and manage potential new team talent. Manage client expectations and happiness throughout simple and complex website builds. Work directly with CEO to identify areas of opportunity for business growth and sustainability. Design subsidiary website pages once brand development is complete.

- Create wholistic marketing strategies pre- and post-website launch, nurture campaigns and social media launch plans for clients.
- Develop efficient processes for design to development for website builds.
- Manage invoicing process and milestones for all projects to ensure project profitability.
- Participate in the creative process as needed, from copy to design of all website builds.

### ACCOUNT DIRECTOR | Jan 2018 - May 2021

National University System Agency | Web: [www.nusagency.org](http://www.nusagency.org)

Develop strategy for small and large initiatives for multiple clients. Maintain positive client relationships while advising clients in making strategic business decisions. Manage multiple teams of 50+ people through ideas, launches and performance. Emmy-awarded agency.

- Successfully research, develop, produce and launch brand design refresh that increased website conversion by 200%.
- Create, manage and oversee marketing strategy to optimize account performance with budgets up to 10 million.
- Resident client relations expert for developing positive client relations across every account.
- Develop and launch processes for efficient and successful agency operations.

### CEO & LEAD DESIGNER | Dec 2016 - Jan 2020

Color & Market | Web: [www.colorandmarket.com](http://www.colorandmarket.com)

Lead & manage team of developers, designers, a project manager and customer service team. Create new and innovative brands & websites for lifestyle brands and mental health professionals while ensuring high conversions and quality in every launch.

- Created & implemented a streamlined system via Asana for brand development, wire framing and design to development processes.
- Sold 5-figure website builds, while continuing to upsell throughout the process based on clients' needs.
- Launched 15+ websites in a little under a year.
- Created solutions for clients with "tight budgets" that don't overwork team, but still deliver a quality product to client.
- Successfully problem solve all customer complaints into positive experiences and testimonials.
- Create & maintain lead generation for the business to create a consistent flow of leads — via paid ads, SEO, social media channels, blogging and email marketing.