

**Tevin Blake**  
Fort Lauderdale, FL

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Marketing strategist with 10 years of experience in brand development and digital engagement for multi-billion-dollar companies like JM&A Group. Developed and executed social media and content marketing strategies, driving a 210% boost in engagement. Awarded the prestigious Star of Excellence Award, an honor given to the top-performing employees within JM&A Group. Promoted three times in seven years, demonstrating consistent growth and leadership. Secured \$1M+ in deals by spearheading strategic activations at industry events, including educational workshops and lead-generation campaigns.

### **PROFESSIONAL EXPERIENCE**

***Brand Strategist, Freelance***

**October 2024 – present**

- Mapped out 5+ buyer personas and completed 10+ SWOT analyses alongside market research reports on trending hashtags; this informed marketing strategies that strengthened brand resonance and differentiation efforts.
- Crafted 5+ distinct brand positioning statements aligning with target audience preferences; revamped brand guidelines, ensuring consistent execution across all marketing channels and platforms.
- Examined social media trends across Facebook, Instagram, X (Twitter), and TikTok; revamped content strategy, pushing engagement upwards by 15% and extending audience reach by 20% in two months.
- Masterminded a comprehensive analysis of competitor branding tactics across platforms, revealing underutilized channels, and leading to a strategic pivot, which improved conversion rates by 8%.

**JM&A Group**

***Digital Marketing Specialist***

**May 2023 – October 2024**

- Developed and executed data-driven B2B marketing campaigns tailored to dealership owners, aligning messaging with the needs of the Finance & Insurance sector to enhance dealer engagement and retention.
- Drove brand engagement at industry events through captivating activations, incorporating expert-led training sessions, memorable booth interactions, and focused lead generation initiatives, securing over \$1M in finalized deals.
- Spearheaded creation of marketing collateral, building relationships with 10+ sales managers, incorporating feedback to improve dealer acquisition strategies, and earning executive recognition.
- Synthesized post-event engagement metrics from 10+ workshops and presented actionable recommendations to senior leadership, influencing a 20% shift in budget towards digital event promotion.
- Catalyzed dealer engagement by authoring compelling content blogs centered on best practices in finance and insurance, achieving a 20% higher average time-on-page metric.
- Orchestrated multi-channel campaigns integrated with Asana, accelerating project completion by 30% and fostering seamless collaboration across marketing, sales, design, and field teams, resulting in optimized campaign performance.
- Produced a comprehensive email marketing overhaul initiative with HubSpot, delivering user-specific content to 500+ dealers, resulting in enhanced engagement and stronger dealer relationships.
- Administered weekly marketing performance reports using Campaign Manager for all active campaigns, presenting findings to fix the three biggest causes of lead drops.

***Dealer Success & Business Specialist***

**October 2022 – May 2023**

- Supervised resolution of 50+ dealer inquiries weekly, achieving 95% dealer satisfaction, enhancing brand loyalty among key distribution partners and driving increased sales revenue targets.

- Implemented the creation of interactive Tableau dashboards, visualizing monthly dealer revenue trends and forecasting future performance, empowering dealers to make data-driven inventory and marketing decisions.

**Sr. Customer Experience Representative**

**March 2016 – October 2022**

- Piloted a customer-centric redesign of post-purchase support protocols, trimming resolution times by 50% and cementing a consistent 95% customer satisfaction score, boosting brand loyalty.
- Conducted a comprehensive training initiative for 10+ support associates, incorporating role-playing simulations and gamified modules; boosted first-call resolution rates by 30% within 90 days, enhancing customer satisfaction.

**Founder & Marketing Manager, Inneract LLC**

**September 2017 – May 2022**

- Catalyzed community engagement by pioneering content strategy, creating a viral social media campaign that grew followers by 1,000+ in a single week on a zero-dollar marketing budget.
- Led social media strategy and content marketing initiatives by leveraging trend analysis and social listening, increasing engagement by 210% across Facebook, Instagram, X (Twitter), and TikTok.

**Marketing Communication Specialist, 2K Entertainment Group**

**June 2014 – March 2016**

- Produced high-impact, multi-channel promotional content—including social media campaigns, email newsletters, flyers, and video assets—that increased student participation by 35% and strengthened event visibility.
- Built and nurtured partnerships with student organizations and key stakeholders, fostering a 50% increase in brand awareness and event success through community-driven marketing efforts.

**EDUCATION**

**Master of Business Administration (MBA), Marketing**

Florida Atlantic University | 2023

**Bachelor of Science (B.S.), Journalism**

Florida Agriculture & Mechanical University | 2015

**SKILLS**

**Marketing Strategy:** Go-to-Market Strategy, Brand Positioning, Customer Segmentation, Marketing Planning, Budget Management, ROI Analysis, Social Media Marketing

**Digital Advertising:** Meta Ads, Google Ads, LinkedIn Ads, Retargeting, Campaign Optimization

**CRM:** Salesforce, Microsoft Dynamics 365, HubSpot, Lead Management, Reporting & Analytics

**Content Creativity:** ChatGPT, Canva, Adobe Express & Illustrator

**Project Management:** Asana, Monday.com, Workflow Optimization, Project Planning

**CERTIFICATIONS:** HubSpot Inbound Marketing, HubSpot Digital Marketing, HubSpot SEO, Advanced Marketing