

jez kline.

writer | strategist | smart guy

202.527.9056 | jez@jezkline.com | jezkline.com

Director of Marketing & Communications, *Washington DC Economic Partnership, 2020–Present*

WDCEP is a public/private non-profit with an annual budget of over \$3M and the economic development agency for Washington, DC. Taking leadership of the Partnership's Marketing department mid-pandemic, I set organizational records for reach, engagement, CTR, and conversions on our digital platforms in my first 6 months. I also lead the design and strategy for site selector conferences, business attraction RFIs, and interface with District government on a regular basis.

Director of Marketing & Communications, *Mosaic Theater Company of DC Washington, DC 2018–2019*

Mosaic Theater Company of DC is a non-profit theater in Northeast DC. In my first 10 months at Mosaic, I instituted a comprehensive, data-driven marketing plan and lead its execution. I increased our focus on video products and content strategy. This resulted in the highest single ticket revenue in the organization's history—representing 5 of the 10 most profitable Mosaic shows to that time and a 15% increase in ticket revenue season to season. I streamlined, consolidated, and codified brand identity and instituted a comprehensive style guide. Under my leadership the marketing department grew from three to five people.

Co-Founder, *blkslate Bend, OR 2014–2017*

blkslate began as a creative collective. Five friends, from five different disciplines, came together to create an ad-hoc agency. We provided design, strategy, web development, photography, and video production services to brands big and small—everything from a broadband provider in New Mexico to a major university in California to a small veterinary hospital in rural Oregon.

Director of Marketing and Branding, *Travel Medford Medford, OR 2012–2016*

Travel Medford is the visitors and conventions bureau for Medford, Oregon. Funded with tax dollars, it is tasked with destination development and tourism marketing. As Director of Marketing and Branding, I oversaw the organization's 2012 rebrand and all aspects of marketing, managing a budget of over \$1M. This included media buys, design, strategy, content creation, brand advocacy, and web development. During my tenure, Travel Medford pivoted from a focus on traditional print advertising to social and digital marketing. I cultivated relationships with key tourism influencers and developed original web content. This shift in strategy led to five consecutive years of explosive growth and the most profitable period in the 50-year history of the organization.

Board Chair, *Interra Foundation Medford, OR 2011–2014*

Interra was a non-profit organization focused on healthcare, education, and community initiatives in developing countries. As board chair, I wrote and designed promotional material, lead fundraising, and developed grant proposals.

Founder, *Eloqui, Inc. Columbia, MD 2008–Present*

Eloqui is a writing and marketing consultancy firm. Founded in 2008 as a one-man operation, the company has grown to three employees and several regular contractors, including a design team in Portland, OR. We have an international client base and experience in many disciplines from design and copywriting to community management, and more.

Founder, *sexy gypsy Medford, OR 2007–2012*

sexy gypsy was a profitable pop culture blog that curated the best in independent film, music, and literature. Within five years, we developed a small but passionate following and gained sponsorships to cover various film festivals in the Pacific Northwest, including the Seattle International Film Festival and the Ashland Independent Film Festival.