

jez kline.

writer / strategist / smart guy

202.527.9056 | jez@jezkline.com | jezkline.com

Director of Marketing, Mosaic Theater Company of DC *Washington, DC 2018–December 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 ever 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 has grown from three to five people.

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

blnkslate began as a "creative collective." Five friends, from five different disciplines, came together to create an ad-hoc agency. We provided design, social 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 influential travel writers 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 distributed promotional material, organized fundraising, and wrote 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. We have an international client base and experience in many writing disciplines from TV and radio scripts to 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.

portfolio & references

Social Strategy & Campaign Development

My greatest strength is developing strategic social campaigns to support specific product goals. Whether it's general brand awareness or specific product promotion within a targeted demographic, I've successfully developed and executed social campaigns to achieve our goal.

/ESCAPE

I developed the original idea for this campaign; wrote, directed, edited the video; and wrote our case study. I also assisted in building all our web assets and in the development of our social publishing schedule and targeting criteria.

During my time at Travel Medford, we identified the three highest-value demographics that travel to Medford & The Rogue Valley:

- 25-45, affluent, food and wine lovers, living in major metropolitan areas on the West Coast
- 18-35, outdoor adventurers, active on social media
- 55+, retirees who travel actively by road in the Pacific Northwest

We created three loosely connected yet demographically specific campaigns to reach each of these targets. Each campaign was comprised of a video and supporting web site. The video illustrated the perfect Southern Oregon weekend for each group. Several different versions of each video, including the full 90-second cut, were promoted on YouTube and Facebook. Each ad directed visitors to the custom site, where they could dive deeper and explore each activity depicted in the video. We also included supplemental videos, stills, and links to each location. The site was designed to mimic a couple's travelogue shared with friends. It was written in first-person and included personal touches like hand-written notes.

The /ESCAPE campaign was our first in the series and it focused on our most valuable group—affluent food and wine lovers. You can see the video [here](https://www.dropbox.com/s/kbcxjt5rfxab7nl/90_final.mov?dl=0) (https://www.dropbox.com/s/kbcxjt5rfxab7nl/90_final.mov?dl=0).

The total cost of the campaign, including production, web development, media buy, and management fee was \$20,825.

The campaign reached 1,484,727 people and engaged 151,855 for an engagement rate of 10.23%.

Based on our research, we determined the percentage of visits to a travel site that result in booked trips. That rate is 0.3%. Then we applied that to the number of engagements and came up with 456 trips generated.

We then multiplied those 456 trips by the average visitor spending per trip to our region as determined tourism industry research reports, \$967.68. This gave us an estimated return on investment of \$441,262.08 over 20 times our original investment.

The site for this campaign and the others are no longer available online, but is archived at jezkline.com/escape.

Video Production

I wrote, directed, and edited the following:

Cook Free or Die

We spend a day with two chefs at our favorite restaurant in town and learn what drew them to their craft. This short was featured at the Klamath Independent Film Festival.

Watch Here (<https://www.dropbox.com/s/ogf2i6ud44ttgiz/Cook Free or Die.mp4?dl=0>).

Oregon Spoke

We visit some of the most beautiful vistas in the country and follow Sean on his Oregon adventure.

Watch Here (<https://www.dropbox.com/s/tn2qiabxw5b30p1/Movement.mp4?dl=0>).

Uniquely Rogue

In an effort to promote unique experiences throughout Medford, I developed a web series to highlight activities often overlooked in the area. This series ran for over 70 episodes.

Watch Medford Rogues Baseball (<https://www.dropbox.com/s/dw9nxfiqm5uly5/Uniquely Rogue - Medford Rogues.mp4?dl=0>)

Watch Southern Oregon Speedway (<https://www.dropbox.com/s/6x4wlqir2yf52yg/Uniquely Rogue - Southern Oregon Speedway.mp4?dl=0>)

Watch Red White and BOOM (<https://www.dropbox.com/s/hntxokqcbg30dnc/Uniquely Rogue - Red White and BOOM.mp4?dl=0>)

References

Anne Jenkins, Senior VP Travel Medford

annejenkins513@gmail.com

(541) 941-5204

Clay Bearensen, Medford City Councilor

gypsyblues@charter.net

(541) 941-9784

Victoria Murray Baatin, Associate Artistic Director Mosaic Theater Company of DC

victoria@mosaictheater.org

(202) 413-6139

Erik Palmer, Associate Professor and Chair of the Communication Program Southern Oregon University

palmere@sou.edu

(503) 708-5985

Sean Mullholland, Principal Designer, Media & Technology IDEO

sean.mulholland@gmail.com

(415) 425-7801