

# Jez Kline

VICE PRESIDENT OF MARKETING & COMMUNICATIONS

*I build brands, not buzzwords.*

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I build brands that speak human.

*Not personas. People.*

I don't do buzzwords. I don't "make the logo bigger." I build brands that bleed — brands that sound like a voice you recognize in a crowded room.

That's the work. That's what I've done across nonprofits, theaters, destination marketing, and now as VP of Marketing & Communications for DC's economic development partnership. Strategy, story, and culture made real.

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## The Work

### Washington DC Economic Partnership (WDCEP)

VICE PRESIDENT OF MARKETING & COMMUNICATIONS

2020–Present

I lead marketing and communications for DC's economic development partnership. I stepped in mid-pandemic and within six months set records for reach, engagement, CTR, and conversions. I shape the campaigns that sell DC to companies, site selectors, and investors. I sit between government and business, translating policy into story and story into growth.

### Mosaic Theater Company of DC

DIRECTOR OF MARKETING & COMMUNICATIONS

2018–2019

I took a small team and built a marketing plan that actually worked. In my first season, ticket revenue jumped 15% and five productions became the highest-grossing in the theater's history. I codified the brand, wrote the style guide, and left behind a foundation that still carries their identity today.

### blnkslate

CO-FOUNDER

2014–2017

Five friends, five disciplines, one collective. We weren't an agency — we were a crew. We built whatever was needed: strategy, design, websites, photos, video. Our clients ranged from a rural veterinary hospital to a California university. The work was always stripped to its core and rebuilt with care.

### Travel Medford

DIRECTOR OF MARKETING & BRANDING

2012–2016

I ran a \$1M+ rebrand of Medford's identity and turned a sleepy visitors bureau into a digital-first marketing machine. Five years of record growth followed. I built influencer partnerships before they were buzzwords, made original content when others recycled stock, and turned a small city into a destination with a story.

### Eloqui, Inc.

FOUNDER

2008–Present

What started as a one-man shop became a consultancy with clients around the world. I grew it into a small team of writers, designers, and contractors, building everything from copy to communities. The through line never changed: brands that talk like people, not pitches.

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## For the ATS Bots

*(This is the part where I'm supposed to feed the robots.)*

### Strategy

Brand Strategy, Marketing Strategy, Communications Strategy, Digital Campaigns, Content Marketing, Social Media, Media Relations, Public Relations, Stakeholder Engagement, Community Outreach, Corporate Communications

### Leadership

Million-Dollar Budgets, RFIs, Brand Identities, Style Guides, Team Direction, Board Presentations, Executive Pitches, Government Collaboration, Public-Private Partnerships

*(Consider them fed. But I still don't like those guys. I build brands for people.)*

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### Creative

Creative Direction, Copywriting, Content Development, Video Production, Design, Web Development, Advertising, Out-of-Home, Influencer Marketing, Lead Gen, SEO, Analytics, Performance Optimization

### Tools

Adobe Premiere, Illustrator, Photoshop, InDesign, After Effects, Figma, Google Analytics, HubSpot, Salesforce, Mailchimp, WordPress

Let's talk.

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