**JUSTIN PHELPS**

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**COMMUNICATIONS AND DIGITAL MARKETING PROFESSIONAL**

Collaborative, analytical, goal-oriented communications professional seeking to provide leadership in engaging, thoughtful digital marketing and social media strategies. Proven ability to grow an engaging, culturally relevant social media presence and to develop meaningful relationships with clients, reporters, and co-workers.

**SPECIALIZATIONS**

* Social Media Management
* Digital Advertising
* Digital Marketing
* Media Relations
* Journalistic Writing
* Editing
* Video Editing
* Photography
* Budgeting
* Leadership
* Coaching Writers
* Strategic Planning

**PROFESSIONAL EXPERIENCE**

**MID-AMERICA TRANSPLANT**, St. Louis, MO 04/2011-09/2020

*An organ and tissue recovery organization, helping donor families through moments of grief and loss, supporting transplant patients, and facilitating safe, reliable donations for transplant.*

**Communications Specialist** (04/2016-09/2020)

**Communications Coordinator**(04/2011-04/2016)

* Managed and executed social media efforts in concert with website plan, **resulting in 900% growth in social media** through compelling storytelling and engagement-focused organic content and targeted paid initiatives over four years on Facebook, Twitter, Instagram, and LinkedIn.
* Coordinated and evaluated paid digital marketing campaigns with third-party consultant, **leading to 20% growth pace for conversions in 2020.**
* Developed digital marketing and traditional ad effort for organizational 5K, **supporting 20% growth in participation in 2019.**
* Participated in lean methodology trainings and PDSAs to support strategic objectives through continuous improvements in digital communications.
* Monitored and reported analytics data for website and social media with Google Analytics and Sprout Social. Used metrics and analytics reports to drive decision making for content creation on both web and social media.
* Supported organizational diversity initiatives, including a Facebook Live Townhall focused on Diversity in Donation and Transplantation in collaboration with regional elected officials.
* Developed relationships with media, **leading to a 72% increase in earned media placements in 2018.** Maintained growth in 2019.
* Monitored media coverage with Cision and Critical Mention.
* Produced SEO content for Drupal-based website, which **experienced 10 percent growth in traffic in 2018 and 2019.**
* Coordinated video and photography production and provided edited video to media professionals to enhance media placements and develop relationships.
* Wrote speech communications for executive leadership team for university partnership presentations and press conferences.
* Developed talking points for leadership and front-line staff to prepare for media interviews, public speaking, and one-on-one community interactions.
* Provided internal communications support through email and updates to SharePoint-based Intranet.
* Led project management of Wordpress-based microsite for license offices operated by organization.
* Utilized Adobe Creative Suite, including Adobe InDesign, Photoshop and Premier.

**MEMORIAL HOSPITAL**, Belleville, IL 05/2009-04/2011

*Memorial Hospital Belleville is a 222-bed acute care Magnet® designated hospital offering emergency and critical care services.*

**Outreach Coordinator**

* **Grew hospital outreach program by more than 80% in 2010** through cold calls and relationship development.
* Developed and designed printed materials to promote outreach opportunities and provide health education to community.
* Researched and created inaugural social media plan.
* Developed website content and led website migration to SharePoint environment.
* Selected, designed and purchased promotional products.

**VOLUNTEER EXPERIENCE**

**SALEM LUTHERAN SCHOOL**, Affton, MO 08/2016-08/2019

*Salem Lutheran School provides a focused-learning environment for children ages 2 through 8th grade. It is accredited by Missouri Non-public Schools Association and the National Lutheran Schools Association.*

**Chair, School Board** (08/2018-08/2019)  
**Vice Chair, School Board**(08/2017-08/2018)  
**Member, School Board**(08/2016-08/2017)

* Oversight of seven-member board and principal, delegating roles and responsibilities.
* Oversaw strategic planning in collaboration with principal and Church Council.
* Developed inaugural SWOT sessions for board and staff as part of strategic planning process; analyzed SWOT results to develop initiatives.
* Led $1.1 million budget creation in collaboration with principal and Church Finance Committee.
* Developed policy on usage of new endowment of more than $250,000.
* Oversaw $150,000 gym renovation and installation of new digital signage for Church and School.

**DONATE LIFE AMERICA**, Richmond, VA 11/2017-09/2020

*Donate Life America (DLA) manages and promotes Donate Life, the national brand for the cause of organ and tissue donation. It provides education, develops and executes marketing campaigns, and operates the National Donate Life Registry.*

**Vice Chair, Media Committee** (11/2019-09/2020)

**Member, Media Committee** (11/2017-11/2019)

* Assisted in creating committee’s strategic objectives with Chair and DLA staff.
* Assigned annual action plans to committee members and provided guidance to members in completing action plans through regular check-ins.
* Provided leadership and developed training module on social media for volunteers.
* Assisted in creating talking points for national headlines.
* Supported the development of programming for national annual meeting.

**CERTIFICATIONS**

* **Hubspot Academy**Email Marketing, December 2020
* **Google Digital Garage**Fundamentals of Digital Marketing, October 2020
* **SEM Rush**SEO Fundaments, October 2020  
  Keyword Research, October 2020
* **Management & Strategy Institute**Six Sigma Lean Professional, January 2015

**EDUCATION**

**Master of Business Administration**, Missouri Baptist University, St. Louis, MO

**Bachelor of Science, Journalism**, Bradley University, Peoria, IL