

J. ELI OVERBEY

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EXPERIENCE

THRIVEWORKS

DIRECTOR OF MARKETING

2012 to Present

Forest, VA - HQ

Office Locations:

Cambridge, MA
Boston, MA
Westborough, MA
Atlanta, GA
Philadelphia, PA
Richmond, VA

At Thriveworks, I provide strategic guidance on marketing accounts in-house and with clients and private practices across the U.S. by creating strategic media plans, managing all pre-launch work, building websites, and monitoring performance. Additionally, I am responsible for online marketing. I provide SEO and content evaluations as it relates to keyword development, copywriting, link building, content strategy and search engine optimization.

RESULTS:

- **Multiplied Lead Generation:** Increased websites' traffic by over 200% (from avg. 20,000 hits a month to avg. 40,000) and inbound sales calls by 241%.
- Optimized and built responsive websites to improve conversion and inbound marketing.
- Implemented a PR Strategy to respond to the Boston Marathon Crisis by offering free counseling that was featured by Boston.com and the American Counseling Association.
- Helped rank competitive keywords (ie. "Boston Counseling", "Counseling Manhattan") and multiple (20+) websites in the top 3 on Google, Bing, and Yahoo.
- Effectively and creatively utilized a wide range of digital marketing tactics, including e-mail, web, multi-media, online advertising and social media.
- Supervised interns in providing communications and marketing support.

LIBERTY UNIVERSITY

INSTRUCTOR & ASSISTANT DIRECTOR

01/2011 to 12/2012

Lynchburg, VA

As a Graduate Assistant at Liberty University, my role was divided into two parts. I was an Assistant Director for a Student-run Advertising Team for the School of Communication and an Instructor for the College of General Studies. As an Instructor, I taught Speech Communication courses online. As Assistant Director, I co-directed a competitive marketing team. Each year, I assisted the students in creating a national campaign for clients including: Glidden, JCPenney, Nissan, and State Farm. I guided the entire marketing process including: market research (Nielsen, Experian, etc), strategy, objectives, creatives (designing print ads, social media, commercials), PR, CSR, and evaluation (focus groups, market share).

RESULTS:

- **As Instructor:** Taught students human communication in an online environment integrating the latest media technologies into the classroom.
- **As Assistant Director:** Performed quantitative analyses with students to help inform key strategic decisions for the integrated marketing process.
 - Guided the creative development process and workflow, provided creative feedback, and ensured objectives were supported through high quality design.

CATALYST COMMUNICATIONS

COMMUNICATIONS & MARKETING

01/2011 to 01/2013

Forest, VA

At Catalyst, I led the creative efforts for how we developed our marketing and design. This included everything from providing creative direction in marketing, print design, internet marketing, logo creation, working with vendors (including Harris Corporation, Verizon, Daniels, and Tait Communications), and developing user interfaces for product launches.

RESULTS:

- Created new marketing concepts for Catalyst, as well as developed and updated the look and feel of existing creative assets and brand standards.
- Developed and implemented print collateral, signage, event support materials, logos and a UI for two new products (including a touchscreen console).

CAMP KENBROOK

COMMUNICATION AND PROGRAM SPECIALIST

Summers of 2009 and 2010

EDUCATION

LIBERTY UNIVERSITY

Masters in Communications: Media

2012

B.S. in Communications: Advertising and Public Relations

2010

Masters Thesis: Studied the effect Businesses have on Twitter (Agenda Setting Theory).
Summa Cum Laude • Vice President of Lambda Pi Eta (Honors) • Grad School Honors

TECHNICAL PROFICIENCY

SKILLS

Platforms: PC & Mac • Software: Adobe Creative Suite CS6 (InDesign, Photoshop, Illustrator, & Dreamweaver [Although Prefer Coda 2]), MAMP, Microsoft Office (Word, Excel, & PowerPoint) • Web: Wordpress, HTML emails (CAN SPAM expert), Google Analytics, Adwords, HTML, CSS, jQuery Explorer, RWD, Blackboard • Photography: Professional Photography