

# JAMIE KRAJNY

COMMUNICATIONS AND MARKETING PROFESSIONAL

## CONTACT

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## SUMMARY

Visionary, results-driven marketing and communication director with 18+ years of experience. Known for crafting compelling narratives and engaging content across platforms to elevate brand equity and inspire action. Adept at managing complex projects and teams. Dedicated to fostering innovation and continuous improvement while aligning with organizational values and mission to achieve strategic business objectives.

## EDUCATION

BACHELOR OF SCIENCE  
COMMUNICATIONS AND  
PSYCHOLOGY  
Eastern Michigan University  
Ypsilanti  
2000 - 2005

## CHARACTER

- Mission Driven Leader  
Aligns with organizational mission.
- Relationship-Focused Collaborator  
Create cross-functional partnerships to bolster the impact.
- Invested Team Manager  
Provide guidance and coaching to empower team members.

## WORK EXPERIENCE

### DIRECTOR OF MARKETING AND COMMUNICATIONS

*Oakland Family Services | Pontiac, MI | 2022 - Present*

A key member of the agency leadership team responsible for overseeing the marketing and communications department, representing all agency programs and services, and assisting in building brighter futures for those served.

- Spearheaded the development of comprehensive communication plans and data-driven marketing strategies, significantly enhancing internal/external communications and stakeholder engagement in a non-profit environment.
- Led a team of four in executing complex projects across multiple channels, increasing community engagement.
- Manage department budget to effectively develop and implement marketing strategies, achieving notable ROI.
- Securing local media spots and providing C-level executives with speech writing and public speaking coaching enhanced organization visibility and executive communication.
- Leading the process of website redesign, utilizing best practices in a way that will appeal to all stakeholders.
- In collaboration with HR focus on recruitment marketing efforts to target the troubled public service industry; develop an effective employee value proposition and workplace culture.

### DIRECTOR OF MARKETING AND COMMUNICATIONS

*MK Advisors, LLC | Brighton, MI | 2020-2022*

Joined company to manage communications between advisors, clients and markets and lead projects for an alternative energy consulting company and sustainable women's fashion company.

- Overhauled company website for two subsidiaries, significantly enhancing their digital presence.
- Boosted sustainable women's fashion sales and elevated renewable energy industry recognition through effective press and communication management.
- Built and maintained brand awareness, managing the corporate image of both entities.
- Developed communications packages and marketing materials while harmonizing digital presence messaging across platforms for cohesive brand representation conveying our story.

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## SKILLS

- Leadership
- Strategic Planning
- Team Management
- Budget Management
- Marketing Strategy
- Communications Plans
- Content Strategy
- Digital Communications
- External Communications
- Internal Communications
- Media Relations
- Foundation Management
- Content Creation
- Event Planning
- Editing
- Graphic Design
- Content Creation
  
- Microsoft Excel
- Microsoft PowerPoint
- Microsoft Word
- Power BI
- Adobe InDesign
- Adobe Photoshop
- Adobe Illustrator
- Adobe Premier Pro
- WordPress
- Asana
- Monday.com

## WORK EXPERIENCE CONTINUED

### COMMUNICATIONS MANAGER

*Michigan Pharmacists Association | Lansing, MI | 2019-2020*

Led communications and marketing initiatives, overseeing branding updates, strategy enhancements, and improved membership communication. Facilitated association rebranding efforts.

- Designed, wrote, and edited a 60–80-page quarterly publication, *Michigan Pharmacist*, and five newsletters for different pharmaceutical industries.
- Created and implemented master print online production and editorial schedules.
- Developed a public campaign for the Michigan Society of Health-System Pharmacists (MSHP), including informational brochures and one-pagers on various ailments for pharmacists to serve as a value-add.
- Positioned pharmacists to the public, legislators, and other stakeholders as the most accessible healthcare provider was incredibly helpful during the early days of COVID and something the public latched onto.
- Consulted with the CEO and COO on communication strategies utilizing best practices to leverage pharmacy.

### DIRECTOR OF COMMUNICATIONS AND MARKETING

*Michigan Optometric Association | Lansing, MI | 2013-2019*

Promoted from coordinator to oversee communications, marketing, and foundation impact development for non-profit.

- Spearheaded comprehensive campaign strategies that enhanced sales, partnerships, and positioning with key stakeholders, including media and legislators, while significantly boosting optometrist awareness and securing a favorable media and legislative reputation.
- Increased membership and engagement through targeted communication strategies, developed crucial marketing materials and collaborated with lobbyists on legislative efforts.
- Launched a campaign doubling PAC contribution annually.
- Led strategic initiatives, including presentations and reports, and coordinated statewide efforts in various markets for events/coverage like Children's Vision Day and InfantSEE Week, fostering public awareness and increasing member benefits.

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## PROFESSIONAL DEVELOPMENT

\*CERTIFIED ASSOCIATE IN  
PROJECT MANAGEMENT

\*IN PROCESS OF OBTAINING

SOCIAL MEDIA MARKETING AND  
FUNDRAISING CERTIFICATION

DIGITAL MARKETING AND  
FUNDRAISING CERTIFICATION