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# Jacqui Gibson-Clark

## Marketing, Operations, Management, and Creative Generalist

New Orleans, LA - interested in immediate relocation to Washington, DC  
504-485-3804

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I'm a former CEO and operations-minded Creative Director with experience in start-ups and traditional advertising agencies. I've contributed to award-winning creative. I have a proven track record in developing high-functioning connected teams that last. I excel at restructuring and scaling agencies and providing context to organizations that seek to have a meaningful impact.

### EXPERIENCE

#### CEO @ Job Portraits, San Francisco

May 2021 - February 2023

When I came to Job Portraits, I immediately saw the potential. It was a 7ish-year-old company that had an astounding client list, talented people, and a differentiated offering in the employer brand space. My mission was to apply my deep agency knowledge to fuel the company's future.

- **Pivot the Business** - I restructured the business by creating new roles that supported clients and developed a long-term strategy. At the same time, I created new products, marketing, and differentiated positioning that made our client retention go up from about 10% to about 90%. Job Portraits experienced a 60% increase in total revenue between 2021 and 2022. Additionally, under my leadership, we were able to measure profitability on projects for the first time in the company's history.
- **People Manager** - After creating new roles, I moved the company from an intentionally flat organization to a tiered organization with clear team leads. I trained and mentored team leads to own their segment of the business and lead their direct reports.
- **Bigger Impact** - Job Portraits was already doing a great job at developing EVP (Employer Value Propositions) and writing content. In order to service our clients fully and compete in our space, we needed to focus on internal and external activation. In [this case study](#) with Robin Hood, we focused on internal activation and lower-funnel activities. In [this case study with Tinder](#), the focus was on upper-funnel activities and brand continuity.

#### Head of People & Operations @ Before You Apply & Job Portraits, San Francisco

January 2021 - May 2021

Before You Apply is a start-up that Job Portraits incubated. For a brief period of time, there was a plan to turn BYA into the parent organization of the agency. My contribution during this period was primarily to establish some core structures for BYA and ultimately advocate for splitting the two companies.

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- **Defining Roles and Processes** - BYA had a product, and there was a rudimentary methodology for production but not quite enough structure to train new hires. I synthesized the process, memorialized it through documentation and facilitated the onboarding of new hires.
  - **Marketing and Fundraising** - Founders are not always the best at communicating the purpose and value of their idea in a succinct and compelling way. I workshopped communications with the founders to help them procure funding.
  - **Advocated for Independence** - The fact is that startups and agencies are different. They require different structures, and their revenue structures are very different. I advocated for the eventual split of BYA from Job Portraits and managed the transition.

### **Project Manager @ Job Portraits, San Francisco**

September 2020 -January 2021

When I took a job as a project manager at Job Portraits, I did so knowing that this was a small job for someone with my experience. I chose this role because I knew I could help them, I liked what they were doing as a company and needed a very flexible work schedule during the pandemic.

- **I introduced project management to the Agency** and streamlined project management tools. I built workflows in Asana and trained the team on how to use it.
- **I introduced a new methodology for estimating projects** that clearly illustrated costs and expected margins. The project tracking system I developed allowed the business to calculate burn and profitability much more accurately than they could before.
- **I created a contractor database** and invoice tracking system that tied invoices directly to projects.

### **Director of Operations @ Agency PURE - New Orleans**

2015 - 2019

Agency Pure was where I had an opportunity to build out what I knew was possible for years but could not sell it at my previous agency.

- **Systems to 4x revenue:** I built the infrastructure to support an on-demand talent pool that prioritized the user experience of top-tier creatives from all over the world. The structure I built at this company and the staff I put in place helped the agency triple its revenue in 4 years.
- **Hiring and onboarding at scale:** I hired and managed a global network of creative contractors. The service platform I developed for onboarding contractors and tracking project scopes and payments is still in place today.
- **Creative Contributions:** I also developed creative briefs, directed creative projects, and presented creative concepts

### **Peter Mayer – New Orleans**

***Terminal position: Director of Creative Ops***

***4 merit-based promotions***

**2006 - 2015**

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Peter Mayer Advertising is a legendary agency in New Orleans and the Gulf South. I worked at Peter Mayer shortly after I graduated college and could not believe my luck. I entered the most entry-level position possible and found that my curiosity and good instincts were met with opportunity and mentorship at every turn. I had four titles at Peter Mayer.

- **From Traffic to Interactive Producer** - When I started at Peter Mayer in the traffic department, I found I had a knack for emerging digital mediums. I was invited to join the interactive team as a digital producer. In just under a year, I was promoted to digital producer and given a 60% raise.
- **Leading integrated projects on a 12 million dollar account** - I spent about 5 years working on the agency's largest client (Centurylink), which represented more than 60% of the agency's total billings and about half of the agency's employees' primary assignment. Our team produced print, video, digital, and social media. My task was to ensure that deliverables were strategic, high-quality, correct, and on time. I designed workflows to support this outcome. We delivered about 2,000 pieces of creative a month for that client alone. Each deliverable was necessarily flawless.
- **The role of Creative Ops Director is fairly ubiquitous now, but it wasn't in 2014.** As Project Manager, I realized we needed to centralize the information going in and out of the creative team. I became the central hub for all creative activity on our largest account, leading daily stand-ups with the creatives and project managers, having weekly status meetings with creative directors, negotiating deadlines for the creatives, and helping feed information to the project managers.

## SKILLS

Creative Development, Collaboration, Problem Solving, Project Management, Leadership Development, Team Management, Creative Review, and Feedback, Cross Team Collaboration, Multi-Media Production, Digital Media Management, Social Media and Content Development

## EDUCATION

**University of New Orleans** - *BS in Marketing (2005)*