

# JAMIE MANILOFF, M.A.

Communications | Strategy | Content | Culture



## PERSONAL PROFILE

I approach work and life with intention and without hesitation, and bring a growth mindset to all that I do. I am always up for a challenge, whether it's navigating uncharted professional waters or setting out to rock climb in the early evening to catch a better view of the sunset. Above all, I am passionately curious and push hard to achieve my goals in the workplace and beyond.

## EXTRAS

Public Speaker, Published Author, Certified Dare to Lead Facilitator (Brené Brown: Dare to Lead Program), "Reverse Mentor" for Fortune 25 Executive, Podiumed Triathlete, Two-Time Scholarship Recipient: The Cardoner Institute for Contemplative Leadership

## ACADEMIC BACKGROUND

### Indiana University - Purdue University Indianapolis, 2015

Master of Arts, Applied Communication  
GPA: 4.0

### Michigan State University, 2011

Bachelor of Arts, Advertising, Public Relations, Retailing & Sales | GPA: 3.7

## SKILLS & TOOLS

Content strategy, content marketing, customer lifecycle management, internal and external communications, project management, team building, writing, editing, public speaking

Microsoft Teams and SharePoint, Salesforce ExactTarget, Adobe Experience Manager (AEM), Proof HQ, Ziflow, Canva, MailChimp, Slack, Smartsheet, Egnyte, Proprietary GM Asset & Financial Management Systems

## PROFESSIONAL CAREER

### General Motors | 2016 - Present

#### *Assistant Manager, Chevrolet Global Content Operations*

- Manage strategy and development of digital assets for global Chevrolet nameplates, maintaining global consistency and local relevancy with an asset re-use of 70+% by global markets, 30% time savings for creative development and 35% time savings for website authoring
- Communicate strategy, creative, and insights around digital assets to executive leadership
- Partner with US Marketing teams, Global Marketing teams, IT, Design, Legal, Safety, Product, and Site teams, and external agencies and vendors to develop content that achieves the critical balance of global brand goals (brand tone, consistency, product messaging strategy)
- Provide strategic guidance and feedback to global markets on the most effective usage of content across multiple owned and paid media channels throughout the customer journey, ensuring key strategic objectives and messages are achieved
- Subject Matter Expert (SME) for innovative projects including Global Asset Business Planning for Buick, GMC & Cadillac, Online Dealership Experience, Diversity/Accessibility, Feature Focus, Computer Generated Imagery (CGI)

#### *Assistant Manager, Cadillac Customer Lifecycle Management\**

- Developed and executed data-driven, multi-channel content strategies that optimized customer loyalty, acquisition, retention and personalization, including Owner Welcome program and SMS integration
- Maintained on-brand strategy for programs reaching audience of 1MM+
- Partnered with various stakeholders including CRM, Social, Digital, Sales Ops, Advertising, Marketing, Retail, Privacy, Legal, and multiple agency partners to identify, plan and produce content to support owner needs
- Responsible for maintaining Business Review Documents, Go-To-Market summaries, and CX/UX testing for Escalade Customer Notification System
- Served as main Point of Contact for internal groups such as Owner Center, Customer Sales & Service Retention (CSSR), Rapid Retail, Customer Care & Aftersales, MyRewards, OnStar, GM Card, Accessories
- Worked closely with the analytics team to develop measurement plans, and continuously test and track progress to optimize the customer experience

## PROFESSIONAL CAREER

### **Assistant Manager, Chevrolet Customer Lifecycle Management\***

- Collaborated with senior management, and liaised between multiple internal and external stakeholders to support integrated, multi-touch campaigns, translating insights to support data-driven business objectives
- Developed content strategy for 5MM Chevrolet owners, including Owner and Handraiser eNewsletters, Welcome and Win Back programs, and End of Lease communications
- Revised and edited customer-facing communications, ensuring consistent brand voice, look and feel
- Lead Safety Approval process and Asset Audits, and served as main Point of Contact for Go-To-Market and Rapid Retail initiatives
- Supported cross-team projects, coordinating resources and deadlines for projects including Shared Content Planning, Site Personalization, and Experiential Marketing initiatives
- Served as a mentor via GM Women Connect Resource Group

### **Global Communications Lead\***

- Maintained strong relationships with team leads and global clients to support multiple cross-functional projects, including the development of the Performance Driven Marketing team strategy, business roadmap and brand guidelines, and internal trainings
- Wrote, distributed, and tracked metrics for eNewsletter, and edited HTML to ensure email and hyperlink functionality, and visual display
- Developed infographics, video scripts and email copy maintaining strong brand voice, look and feel
- Conducted regular interviews with senior leaders and SMEs to discuss timely and relevant eNewsletter content
- Created strategy and design for executive presentations, including Quarterly Business Reviews and Global Digital Summit

### **Allegis Global Solutions | 2015 - 2016**

#### **Microsoft Account & Technology Lead**

- Developed and maintained communications with all relevant stakeholders
- Lead, managed and reported out on performance assessments for team of nine specialists
- Maintained and updated daily, weekly and monthly activity and performance reports, and detailed tracking of compliance, invoice and purchase orders
- Reported out on technology Service License Agreements (SLAs) for continuous process improvement

### **Indiana University - Purdue University Indianapolis | 2013 - 2015**

#### **Team Manager, Speaker's Lab**

- Managed lab communications and operations, and team of thirteen student mentors including leadership team
- Developed and executed leadership team initiatives, and lead team meetings and training sessions
- Worked with international and domestic students, faculty and business professionals to prepare speech presentations

### **Cactus Media | 2012 - 2013**

#### **Sales & Technical Operations Assistant**

- Managed multiple global accounts, driving consistent communications
- Maintained insertion orders and asset library via proprietary systems, and troubleshoot landing page operations utilizing HTML

## COMMITTEES & CERTIFICATIONS

### **Social Media Lead**

General Motors Women Resource Group  
June 2021 - Present

### **Content Marketing Committee Member**

Association of National Advertisers (ANA)  
Sept 2020 - Present

### **Founding Member**

Together Digital (TD), Detroit Chapter  
Nov 2017 - Present

### **Enterprise Design Thinking Certification**

IBM, June 2020

### **NextUP Leader Certification**

Inforum, Women's Leadership Development  
Nov 2018

### **Content Strategy Specialization**

Northwestern University (Coursera)  
May 2018

### **Lean Six Sigma White Belt Certification**

April 2018

\*General Motors via Aquent

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