

JAMIE MANILOFF, M.A.

Communications | Strategy | Content | Culture

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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 heading out for adventure in the Colorado wilderness. Above all, I am passionately curious and push not only hard, but smart, to achieve my goals in the workplace and beyond.

PROFESSIONAL CAREER

General Motors | 2025 - Present

Marketing Cross-Tier Enablement Lead

- Drive Customer Sales & Service Retention (CSSR) program optimization including branding, creative versioning, touchpoint planning & data integrations
- Lead and manage cross-tier work streams, identifying operational requirements, key components, interdependencies, and shared objectives across teams
- Integrate the automotive dealer perspective & insight into the CSSR program optimization process

Customer Strategy & Insights Lead

- Developed, executed and measured success of strategic communications plan for GM's inaugural Innovation Week with an overall reach of 500+ employees. Collaborated across teams for cross-channel execution (email, site, and social) and reported insights to senior leadership
- Supported User Testing and Empathy Interviews for various team initiatives, capturing and analyzing qualitative data and providing insights to improve the customer experience
- Optimized newsletter and site copy for the Enterprise Innovation team, and worked with senior leaders to maintain consistent voice, and cohesive messaging & branding
- Developed templates for global HR ensuring functionality and consistent visual identity
- Captured team learnings, analyzed trends, and identified areas of continuous improvement

SKILLS & TOOLS

Communications strategy, content strategy, thought leadership, writing, editing, internal and external communications, executive presence, video editing, customer lifecycle management, project management, team building, public speaking

G Suite (Professional), Slack, Staffbase, MailChimp, Canva, ChatGPT, Camtasia, Miro, Lucid, ON24, Smartsheet, Seismic, Microsoft Suite & Copilot, SharePoint

ACADEMIC BACKGROUND

Indiana University - Purdue University Indianapolis, 2015

Master of Arts, Applied Communication | GPA: 4.0

Michigan State University, 2011

Bachelor of Arts, Advertising, PR & Sales | GPA: 3.7

- Develop CSSR Customer Relationship Marketing (CRM) content and updates for senior leadership & dealer council groups to demonstrate progress and drive strategic decision-making against Sales & Service and Technical roadmaps
- Document requirements for Request for Information (RFI) & Statement of Work (SOW) to support efficient vendor selection, partnering with Legal, Purchasing, CRM, and Data Operations teams to define scope and deliverables

Smartsheet | 2022 - 2025

Communications Manager, Customer Excellence

- Lead strategy, content development, video editing and event production of quarterly All Team meetings for audience of ~1000 employees
- Built and maintained editorial calendar, crafting final content in collaboration with key stakeholders including VP+ leaders and SMEs
- Drove strategy, and wrote and edited ongoing cadence of communications including thought leadership articles, Customer Advisory Board communications, video scripts, pitch decks, talking points for presentations, Slack and LinkedIn posts, internal newsletters, and more
- Lead cross-functional, global change management communications for 300 people, with 30 locations across Americas, EMEA & APAC
- Partnered closely with Global Field Ops, Product Marketing & Customer Success teams to identify & develop narratives around key customer wins
- Determined, analyzed & reported on communications metrics, & provided recommendations for continuous improvement of channels and initiatives

PROFESSIONAL CAREER

General Motors | 2016 - 2022

Assistant Manager, Chevrolet Global Content Operations

- Managed strategy and development of digital assets for global Chevrolet nameplates, maintaining global consistency and local relevancy with asset re-use of 75+% by global markets
- Communicated strategy, creative, and insights around digital assets to executive leadership
- Partnered with US & Global Marketing teams, IT, Design, Legal, Safety, Product, and Site teams, and external agencies and vendors to achieve the critical global brand goals (brand tone, product messaging)
- Provided strategic guidance to global markets on the most effective usage of content across multiple media channels throughout the customer journey, ensuring key objectives and messaging were achieved
- Served as Subject Matter Expert (SME) for innovative projects such as Diversity & Accessibility and Feature Focus Videos

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 & 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, & 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, Rapid Retail, Customer Care & Aftersales, MyRewards, OnStar, GM Card, Accessories

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

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

COMMITTEES & CERTIFICATIONS

Leveraging AI: Enhanced Content Creation
Coursera, Jan 2025

Emerging Leadership Program Graduate
Smartsheet, Jan 2024

Leading with Behavioral Science:
Breakthrough Customer Experience
Certification
Northwestern (Coursera), April 2023

"Reverse Mentor" for Executives
General Motors Jump Start an Exec. Program
August 2021 - March 2022

Social Media Lead
General Motors Women Resource Group
June 2021 - March 2022

Founding Member
Together Digital (TD), Detroit Chapter
Nov 2017 - Oct 2021

Certified Dare To Lead Facilitator
Brené Brown Dare To Lead Program
Nov 2019

Content Strategy Specialization
Northwestern (Coursera), May 2018

Lean Six Sigma White Belt Certification
April 2018

*General Motors via Aquent