

JAYDE REILLY

A MOTIVATED AGRICULTURAL MARKETER



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Cuba City, Wisconsin

PROFESSIONAL EXPERIENCE

Midwest Herdsman

Owner & Creative

January 2022 - Present

- Launched and operate a freelance marketing and graphic design agency specializing in agricultural and livestock clients.
- Oversee all aspects of business operations including branding, marketing strategy, content creation, and client management.
- Develop print and digital marketing campaigns tailored to rural and niche livestock audiences, resulting in measurable client growth and visibility.
- Design high-quality visual assets including banners, magazines, websites, and advertisements for agricultural businesses and events.
- Produce original content including blog articles, social media campaigns, video scripts, and newsletters that reflect industry expertise and client voice.
- Provide ongoing marketing consultation and retainer-based services to regional and national agribusinesses.

Quality Liquid Feeds

Content Marketing & Graphic Design Specialist

November 2018 - January 2022

- Led company's marketing and campaign strategy efforts including coordination and execution of design as well as placement of print and digital ads.
- Mapped campaign flows to be efficient and effective resulting in brand awareness, product sales and lead generations.
- Carefully crafted messaging to promote brand trust of a value-added company platform.
- Developed company branding and messaging to both retailers and consumers across the country.
- Led company retailer marketing support efforts with annual marketing plan creation and execution.
- Planned and executed campaign strategies including campaign mapping and content creation.
- Led sales force in implementation of marketing and sales plans.

Wisconsin Beef Council

Director of Communications

December 2016 - November 2018

- Executed key messages congruent with long-range goals and visual standards of the organization through digital media, print media, photography, videography, interviews and in-person media training.
- Managed several budgets to maximize performance of complete media campaigns.
- Published print and digital newsletters for the organization and affiliate cattle breed associations.
- Led associations and other groups through marketing planning and implementation
- Led both consumer and producer programs to increase awareness of the organization.

SOFT SKILLS

Critical Thinker

Detail - Oriented

Self - Starter

Energetic

Honest

Passionate

Loyal

Creative

Natural Leader

MARKETING SKILLS

Adobe Design Proficiency

InDesign, Photoshop, Premiere Pro, AfterEffects, Lightroom, Illustrator

Planning

Campaign to lead generation strategy and placement

Reporting

Campaign performance, insights and analytics

Key Messaging

Business to Business, Business to Business to Consumer, Direct to Consumer, Audience Targeting, Communication Framing, Risk and Crisis Communications, Consumer Purchasing Behavior, Design Thinking Methodology

Digital Marketing

Google AdWords Display Certified, WordPress, Wix, Google Analytics

Story-Telling

Complete entire story-telling functions from conducting interviews, capturing content, editing, and publishing in both written and video formats.

EDUCATION

M.S. Agricultural Communications

Texas Tech University

August 2018

B.S. Animal Science

University of Wisconsin - Platteville

May 2016