Jaya Phillips

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Marketing Director | Creative Director | AI Agent & Automation Builder

- AI-focused Marketing & Creative Director with 10+ years leading digital strategy, web development, and brand growth across B2C and B2B environments in real estate, e-commerce, wellness, and small business. Known for combining creative leadership with AI agent development, RevOps, and automation systems to deliver scalable, high-impact solutions.
- Proven record of driving growth: led integrated campaigns & produced video and design assets, boosting engagement by 26% and sales by 15%, and increased email open rates by 57.7% and click rates by 290% through A/B-tested automation
- Creative leader & hands-on storyteller who blends strategy with execution by designing websites as well as producing video and graphics that strengthen identity, drive engagement, and support full-funnel growth
- Cross-functional leader managing agencies, contractors, and internal teams; known for improving collaboration, workflow, and client satisfaction

WORK EXPERIENCE

MARKETING & CREATIVE DIRECTOR — Hybrid ~ Austin, TX

The Lucky Group / Coody & Co. Financing — **09/2024 - 12/2025**

The Lucky Group (TLG) is a real estate investment and owner-financing company that connects investors with strong returns and helps homebuyers who can’t qualify for traditional mortgages.

- Directed an integrated testimonial campaign, producing three long-form interview-style videos that enhanced trust in a non-traditional financing model, repurposed into short-form social clips across LinkedIn, Facebook, and YouTube to support early-stage audience growth
- Designed and developed multiple brand websites, including a 16-page WordPress site with an integrated B2C funnel (quiz + lead magnet); guided creative direction for fintech SaaS marketing sites
- Increased email open rates by 57.7% and click rates by 290% within 4 months, through A/B-tested automation campaigns across three verticals in ActiveCampaign
- Designed and maintained custom company-wide GPT models to accelerate content production, research, and brand-aligned messaging across multiple business units
- Developed Business Intelligence (BI) dashboards to track campaign performance, enhancing leadership's real-time visibility into Conversion Rates and ROI by channel
- Sourced a paid media agency for Google PPC, and managed strategy, keywords, budget, and A/B testing; expanded from one to ten markets and scaled ad spend from $2K–$18K in 7 months
- Developed two custom AI support agents using Lindy.ai, including workflows, knowledge bases, escalation logic, and API integrations, to deliver customer support and qualify inbound pipeline.
- Over a period of 2 months, implemented an integrated CRM and AI receptionist phone system, training 10 multi-team users, which automated FAQs and improved lead tracking, significantly reducing operational costs.
- Earned expanded leadership role within two months, receiving a pay increase and overseeing marketing and creative direction for both Coody & Co. and The Lucky Group
- Designed the company-wide tech stack from the ground up, including CRM, marketing automation, phone system, project management, customer support, social media, and analytics dashboards

DIGITAL MARKETING, SOCIAL MEDIA & CONTENT STRATEGIST **HYBRID/AUSTIN, TX**

Creative Biz Wiz **07/2011 - 08/2024**

CBW was a digital marketing and media agency delivering social media strategy, video content production, organic search–optimized websites, and full-funnel campaigns for creative, wellness and health freedom organizations.

- Executed multiple homesteading and health-freedom summits, building full sales funnels while coordinating partner list-swaps and speaker collaborations that leveraged a 150,000-audience for maximum reach and premium offer sales
- Tripled followers and boosted engagement 57% in three months by leading a platform-native social media strategy across Instagram, Facebook, TikTok, and YouTube for Rebel Lion, including merchandising collaborations with Plandemic
- Built a health freedom social networking site featuring user profiles, messaging, groups, and notifications; grew it to 700+ members in 3 months through online promotion and in-person event outreach
- Delivered end-to-end B2B/B2C marketing and website solutions for 40+ clients, building full marketing funnels, producing video and branded graphic assets, managing social media, and developing SEO optimized & secure WordPress sites
- Served as ongoing webmaster for Texans for Vaccine Choice, initially stabilizing and rebuilding a broken WordPress site within 2 days, then redesigning it with secure hosting and improved UX. Also built and managed a WooCommerce print-on-demand e-commerce store generating passive revenue
- Boosted course enrollments 23% and appointments 31% by revamping and CRO-optimizing an outdated website and funnels using a learning management system (LMS), marketing CRM, optimized video player, and booking software.

DIGITAL MARKETING & SOCIAL MEDIA MANAGER **HYBRID/NEVADA CITY, CA**

RAPID RELEASE THERAPY **05/2015 - 01/2017**

Rapid Release Therapy is a privately held health technology company that designs and manufactures high-frequency vibration therapy devices for chiropractors, physical therapists, and consumers.

- Grew social media followers 32% and engagement 44% across FB, YT, Twitter, and IG for Business-to-Business (B2B) and Business-to-Consumer (B2C) audiences through strategic content, contests, paid campaigns, and influencer marketing
- Produced and led creative direction for a photo and video campaign, managing venue, crew, wardrobe, and models; drove 36% higher engagement across owned, earned, and paid digital channels
- Represented the brand at industry conferences, capturing testimonial interviews, product-in-use video, and educational content for repurposing across social media, website, and blog channels
- Managed rapid emergency content review and messaging adjustments across digital channels to mitigate risk and reposition the brand during FDA approvals
- Improved email click-through rates by 26% in 5 months by interviewing health practitioners to develop high-engagement blog and newsletter content, implementing CRO-tested automated funnels
- Built and managed a mixed team, hiring and supervising a social media, email, and content coordinator, and contract staff for customer service and phone outreach
- Overhauled the affiliate marketing program, driving 27% affiliate sales growth and 35% higher retention through technical system upgrades and direct affiliate relationship development
- Drove an 18% lift in conversion rates via performance-optimized digital campaigns and targeted messaging across three verticals, adapting copy and visuals for social media and industry publications

SKILLS

HARD SKILLS: A/B Testing, AI Agent Development, Audience Growth Optimation, Branding, Chatbot Development, Community Management, Content Calendar Management, Content Repurposing, Content Strategy, Conversion Rate Optimization (CRO), Copywriting, CRM Architecture & Workflow Design, Data Analytics & Reporting, Funnel Optimization, Graphic Design, Lifecycle Marketing, Marketing Automation, Performance Marketing, Segmentation, SEO, AEO, & GEO, Short-Form Video Production, Social Media Strategy, UX/UI Optimization, Video Editing, Web Development

TECH SKILLS: ActiveCampaign & similar CRMs, Adobe Creative Suite, Canva, CapCut, ChatGPT & other LMMs, Databox & similar BI software, Elementor, Final Cut Pro, Google Analytics, Intercom, Lindy.ai, ManyChat, Metricool, Notion, OpusClip, WooCommerce, WordPress, Zapier

CERTIFICATIONS

Certified AI Agent Builder
10/2025 - 10/2025

Lindy.ai

VOLUNTEERING & LEADERSHIP

MAHA Action
05/2025 - 11/2025

Musical Performance & Booth Volunteer — Austin, TX

Sold T-Shirts at the MAHA Action Booth at the CHD Conference in 2025. Performed a sound bath for the MAHA Mom's Mother's Day event in 2025.

Boy Scouts of America
10/2024 - Present

Committee Member & Webmaster

Webmaster & Designer of the troop website, committee member participating at meetings, parent chaperone at several events, campouts, etc.

Kennedy 2024 Campaign
06/2023 - 11/2024

Event Coordinator, Content Creator, Web Developer

Developed a website curating Kennedy content from around the web. Coordinated 4 local Kennedy24 events. Regularly created and shared Kennedy-related social media content and advised the campaign on marketing strategies.

Living Oaks Waldorf School
09/2023 - 05/2024

Class Parent, Performer

Performed music for school events. Served as the middle school class parent, organizing overnight class field trip events, and serving as the teacher and parent liaison.

PUBLICATIONS

Content Examples

More can be found on my portfolio at jayaphillips.com, but I wanted to highlight some that would be of specific interest to those in the health freedom movement.

Please see the following links:

https://www.tiktok.com/@iamjayalove/video/7246236168633781547

https://x.com/iamJayaLove/status/1682045575900942336

https://www.instagram.com/p/C1u8cvqA8Ww/

https://www.youtube.com/watch?v=BHhDSgqfs7g
https://youtu.be/pS7_WMlhri0?si=uu5O9SEH4kqVZVoQ
https://youtu.be/UWHd4CRrB_M?si=b7yLpgU46_RMQg-r

Additionally, I created a community website that curated Bobby Kennedy's content during his campaign. Here it is: https://kennedycommunity.com