

## Jessica Stansbury

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## WORK EXPERIENCE

### 2016-Present – Marketing Director – GT Industrial Products ([www.gt-liteled.com](http://www.gt-liteled.com))

- **Manage Teams:** Oversee marketing, sales, customer service, and external agencies to meet sales targets, drive KPIs, and increase company revenue.
- **Retail Optimization:** Lead end-to-end projects including package design, retail space planning, and 3D rendering for major national retailers such as Menards, ACE Hardware, True Value, Home Depot, Mid-States Distributing, and Northern Tool with focus on improving in-store conversions and ensuring brand consistency.
- **Brand-Building Initiatives:** Plan and execute trade shows, photo shoots, and video production, increasing brand awareness and driving sales.
- **Systems Administrator:** Manage platform operations for all company-used software and applications, streamlining project management, internal communication, and digital workflows.
- **E-Commerce:** Manage websites, channels, social media, and supplier portals to ensure product accuracy, optimize online sales, and effectively communicate brand identity. Platforms include Amazon, Walmart, TikTok, Shopify, Menards, Northern Tool.
- **Manage Products:** Supervise product information systems along with inventory platforms to maintain accurate product specifications, monitor warehouse inventory levels, support internal teams, and enhance communication with business partners and customers.

### 2007-2015 – Key Account Marketing, Graphic Design – TNT Sales Co & Hoffco Brands

- **Product Photography:** Photographed and uploaded new products into internal systems, ensuring accurate representation across digital and print platforms.
- **Product Packaging:** Designed retail artwork and signage. Collaborated with suppliers to conceptualize new product lines aligned with market trends.
- **International Communication:** Coordinated with U.S. and China-based manufacturers to develop prototypes and finalize packaging for production.
- **Marketing Collateral:** Created B2B sell sheets, spec pages, B2C flyers, and in-store signage to support sales initiatives and enhance brand visibility.
- **Retail Display Design:** Planned and executed retail displays and POP, accounting for layout design, signage development, product sourcing, and vendor communications to optimize in-store presentation.



- **Marketing Team Leader:** Advised the marketing team on digital organization strategies and led the implementation of a new file management system, improving efficiency and team collaboration.
- **Trained New Hires:** Onboarding, system setup, guiding key account workflows, and company policies to ensure operational consistency.
- **Data Analysis:** Collected and analyzed operational data to guide strategic decisions, boost sales performance, and identify areas for process improvement.

## PROGRAM KNOWLEDGE

- **Adobe Creative Cloud:** Illustrator, Photoshop, InDesign, Acrobat, Express, Firefly, Etc.
- **Microsoft 365 Suite:** Excel, Word, Outlook, OneDrive, PowerPoint, Teams, SharePoint, Planner, Lists, and integrations between 3rd party applications.
- **Blender and Cinema4D:** 3D Rendering for package mock-ups and planograms.
- **OrderTime:** Inventory and Data Management, PIM Product Information Management.
- **CapCut, Premier, iMovie:** Proficiency in multiple video editing programs and apps.
- **Bluehost, Dreamhost, GoDaddy, WordPress:** website design and maintenance.
- **Shopify:** Platform admin for e-commerce, product updates, site maintenance.

## SKILLS

- **Communication:** Coordination on cross-functional projects with internal and external teams, ensuring alignment on timelines, objectives, and deliverables.
- **Optimizing Efficiency:** Leading and optimizing workflows to drive project success.
- **Spatial Planning:** Strong dimensional perception and ability to interpret and develop complex layouts in digital platforms like 3D modeling and planograms, and physical environments like trade shows, ensuring functional and aesthetic integration.

## EDUCATION

### Art Institute of Colorado – Bachelor's Degree in Graphic Design

**Coursera:** Certificate courses in Digital Advertising, Google Analytics, Social Media Marketing, Growing Digital Audience, Programmatic Advertising

**Boulder Digital Arts:** Continuing Education courses in CSS, HTML, WordPress, SEO

## INTERESTS

Driven by a love of the ocean, I moved 2,000 miles in 2017 to be closer to the beach and environment that inspires me. I'm passionate about animals, have fostered and rescued countless pets, and currently volunteer weekly with a local shelter. Creativity is a core part of who I am and I love to paint with acrylics and use art to spark joy and connection. I contribute to the Kindness Rocks movement of painting and hiding rocks for others to find. I strive to bring that same energy and compassion into everything I do.