

Janet Zhou-Wilt

Creative Marketer, Designer, and Relationship Builder

ABOUT JANET

I am a knowledge and data fanatic who prefers to tackle challenges by creating solutions to overcome the hurdle while innovating the process to shape the future. As a team lead, my goal is to cultivate and foster a brave space for my team members so they are all able to flourish and can champion their unique voices and experiences. I love to surround myself with detail-oriented forward-thinkers who are ready to make a difference in the industry and in the lives of others.

PROFESSIONAL EXPERIENCE

May 2019 -
Current

Director of Marketing

Southwest College of Naturopathic Medicine & Health Sciences (SCNM)

Lead all marketing strategy and champion the institutional brand and Core Values through meaningful and inclusive thought leadership. The Marketing team manages all paid and organic advertising, vendor relationships, PR/media, KPI and lead reporting, community events, and individual marketing budgets across all institutional business units.

- Nurture and grow all members within the Marketing department and cross-train marketing liaisons within individual business units on basic day-to-day marketing functions.
- Overseeing all projects for business unit entities under the SCNM umbrella including School of Naturopathic Medicine, School of Nutrition, SCNM Patient Care (Medical Center, Neil Riordan Center for Regenerative Medicine, and SCNM Medicinary), SCNM Sage Foundation, and Ric Scalzo Institute for Botanical Research.
- Oversee all design and content creation including advertising, social media, blog posts, and podcasts.
- Work directly with the Development department to build strong relationships with donors and create meaningful and inspiring philanthropic opportunities.
- Reshape social media presence to focus on student experience and create an engaging and inclusive platform for students to build a stronger relationship with the College's online presence.
- Design and innovate email templates for all business units with an emphasis on maximum individual end-user accessibility.
- Collaborate and develop relationships with other business and nonprofit organizations to create mutually beneficial partnerships for both organizations and the community.
- Leading PR initiatives that garnered over 300 pick-ups and placements across local and national publications and channels.
- Make data-informed decisions to improve strategy and user experience.
- Redesign and modernize all SCNM websites (scnm.edu, patients.scnm.edu, and sage.scnm.edu) with accessibility-first mentality and three web experiences led by specific end-user needs while staying within the same brand umbrella.
- Rebrand SCNM into a "University with Impact" by leading the RFP process, project management with the partnered agency, leading communication with all constituent groups.
- Lead COVID pandemic pivot plans and assisted in the implementation to virtual functionality across all departments and departmental needs.
- Designated COVID-19 Communications lead of the COVID Task Force.
- Organize a partnership with AZ Dept. of Health Services to hold two COVID-19 "Testing Blitzes."

Mar 2012 -
April 2019

Creative Director

ARC Group, Inc

Led all creative and branding including design for national marketing campaigns for multi-unit franchises. Supported the franchise system and individual franchise units in all national and local marketing efforts. Established and maintained brand Style Guides.

- Used varied disciplines and executions of creative pedagogy to communicate new programs, upcoming national marketing, and implementation expectations to achieve maximum adoption in a multi-generational franchise system.
- Directed, wrote, and produced broadcast TV & radio branding spots. Planned, cast, and direct all photoshoots, including: food/beverage, promotional materials, retail calendar - focusing on high-appetite appeal, engender a sense of belonging for viewers, and entice guests from target demographic segments.
- Champion brand identity to reach new audiences and create a more inclusive representation of staff and guests.
- Redesigned brand websites to provide a modernized and easy-to-use site for all guests and individual franchise users. Continuously assessed, updated SEO, and created a seamless experience between brand websites and the individual franchise location pages, that extended to in-person within the four walls of the restaurant.
- Assessed newly acquired brands and created individual strategic design plans and goals in order to evolve and modernize.
- Utilizing a \$1.4 million National Advertising/Marketing Fund: Collaborated with the Operations team to create and implement local store marketing campaigns with franchisees, area developers, general managers, and marketing teams in different markets on a daily basis.
- Designed and launched a loyalty app within 3 months that was designed to convert email list guests into active brand users and drive guest counts.
- Negotiated and leveraged vendor partnerships to create revenue generating programming for all parties - partnerships included alcohol, food, sports leagues, and retail brands.
- Expanded franchise print production system to give all franchisees access to any marketing tools they may need to increase their revenue with a full system with "controlled flexibility" templates (print, digital, and broadcast) for customization while still maintaining proper branding guidelines.



📍 Gilbert AZ

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SKILLS

Large and Small Group Presentations

Enthusiastic public speaker and host, in-person and virtual (Zoom Meeting & Webinar, GoToMeeting and Webinar)

Creative Software

Full Adobe Suite (Photoshop, Illustrator, InDesign, Premiere, AfterEffects, Rush), Canva

Microsoft Office

Word, Excel, Powerpoint, Teams, Planner

CMS

WordPress, Umbraco, self-hosting

Paid and Organic Social Media Marketing

Facebook, Instagram, LinkedIn, YouTube, Twitter, TikTok, Snapchat, Paid Influencers

Paid and Organic Search

Google, Bing

Project Management Software

Asana, Jira, Wrike, BaseCamp, Google Suite, Microsoft Suite

CRM & Marketing Automation

Salesforce, Pardot Marketing Automation, HubSpot, Fishbowl Email Marketing, Punchh

Mandarin Chinese

Native Fluency

Spanish

Conversational

EDUCATION

Brooks Institute of Photography
Santa Barbara, CA
June 2005 - Apr 2008

Bachelor's Degree

May 2008 -
Feb 2012

Producer & Studio Manager

Jeff Newton Photography

Served as producer, studio manager, retoucher, and digital technician for this commercial and advertising photographer.

- Orchestrated, coordinated, and prepared photo and video shoots, including managing all parties involved.
- Created schedules, location scouted and created cohesive production books.
- Managed day-to-day operations and scheduling.
- Created advertising and promotional mailers along with a yearly schedule for maximum exposure.
- Established a visual brand for the business including: logo, branded document templates, standardized layouts.
- Fielded client relations: ad agencies, modeling agencies, celebrities, agents, etc.
- Managed and lead two interns with individualized daily, weekly and monthly tasks.
- High-end retouching of all images including: conception and creation of composite and rendered images, photo manipulation, and quick on-set reference composites.
- Maintained and troubleshooted all computer and camera systems for optimum performance and results.
- Created a digital asset management (DAM) workflow to ensure safe backup, easy access, and logs for all files and file systems.

2008 - 2015

Speech and Debate Coach

McClintock High School Speech and Debate

- Work with high school students to improve their public speaking, stage performance, and writing skills.
Teach students critical thinking, problem solving, use of critiques for growth, peer-to-peer communication, and analysis of literature.
- Foster confidence and positive competitive spirit in teens.
- Coached two competitors who placed in the National Speech & Debate tournament.
Events: Extemporaneous Commentary and Dramatic Interpretation

2010 - 2014

501(c)3 Nonprofit - Vice President & Chinese Cultural Director

Arizona Asian American Association

- Address concerns in the community, find solutions, and support efforts to make positive and impactful changes.
- Instill unity amongst the multitude of various Asian cultural organizations.
- The annual Asian Festival is a culmination of this work. The Festival features opportunities for Arizonans to experience multi-cultural performances, learn about Asian cultures and people, and build a globally informed generation.

EDUCATION

Jun 2005 -
Apr 2008

Bachelor's Degree

Brooks Institute of Photography

Major: Commercial Photography - Minor: Digital Imaging

Major: Commercial Photography

Minor: Digital Imaging

REFERENCES

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Paul Collins
ask prior to contacting