

fern.elise foster

MARKETING MANAGER

Director, Brand & Creative

fern.elise | Feb 2021 - present

Consultant for brand marketing and digital content strategy for entrepreneurs and start-ups

Director, Digital & Content Marketing

STUSH Marketing | Jul 2010-Feb 2021

Co-Founder. Account Director for B2B/B2C clients for digital content marketing agency serving clients in the USA, UK, Caribbean and Latin America

ACTIVITIES

- Translated brand marketing objectives into **clear communications and content marketing strategies** to provide **demonstrable YoY growth, managing projects and maintaining strong client relationships**
- Developed **comprehensive multimedia cross-platform audience education and experience programs** with focus on visual storytelling
- Managed multidisciplinary project team** throughout entire lifecycle of creative process to deliver **content across all mediums (in-person, print, web, mobile, video)**
- Employed **iterative data-driven content strategies for maximum ROAS**, utilizing performance marketing, customer journey mapping, and funnel optimization
- Brand Publishing Specialist**, developing brand voice, overseeing annual editorial calendars, creating compelling copy and meeting compliance standards
- Developed training materials** and conduct classroom, virtual, and field training for client staff to ensure consistency in brand communications and customer experience
- Managed influencer campaigns**, providing seamless communication between brands and influencers, as well as maintaining a diverse network of influencer talent

FEATURED ACCOMPLISHMENTS

Pepsi, Ting Directed digital content strategy for social media platforms for Pepsi Jamaica, distributor of both Pepsi and Ting carbonated beverages within the region, as well as Ting USA and Canada

LASCO iCool Led digital marketing strategy and experiential activations for leading Jamaican beverage brand

FLOW Directed youth-influencer content marketing campaign from concept to execution for viral social video platforms

Caribbean Export Development Agency Featured Speaker at region-wide *Export Market Intelligence* seminar series, presenting *Digital & Content Marketing for SMEs* in countries throughout Latin America and the Caribbean

UN Women Led the digital marketing and communications strategy for the UN Women “Ring the Bell” campaign, incorporating a comprehensive influencer-marketing outreach for a digital engagement rate twice the industry average

World Bank Awarded in 2013 as an *Innovative Woman Entrepreneur* by WINC/InfoDev, a division of the World Bank

EDUCATION

2016

London Film School

Director's Intensive

2003- 2004

Johns Hopkins University

School of Public Health

**Graduate Coursework
for MSPH in
Health Communications**

1999- 2004

Johns Hopkins University

Bachelors in Public Health

EXPERTISE

Brand Management

Customer Journey Specialist

Content Marketing

Experiential Marketing

Content Production

Copywriting

Art Direction

Video Direction, Unscripted
& Narrative

Editorial & Commercial
Photography

Influencer Management

Google Analytics, Meta Ad

Network

CONTACT

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fern.elise foster

MARKETING
MANAGER

A few of the
stories I've told.



pepsi

MAYBELLINE

UN
WOMEN

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GOVERNMENT OF
JAMAICA



Red Stripe



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PORTFOLIO

Multimedia portfolio available at fernelse.me