

Jeffrey Fulton

19071 E Swan Dr., Queen Creek, AZ 85142 | 251-422-6679 | jeff@fultondesign.net
<https://www.linkedin.com/in/jfultondesign> | <https://fultondesign.net>

Executive Summary

Results-oriented leader with 20+ years' experience in driving transformative growth for organizations through strategic brand management, clear corporate communication, and innovative marketing initiatives; skilled in cultivating talent, creative problem-solving, new business development, and captivating presentations.

Experience

Vertex Education, Chandler, Arizona

Senior Director, Brand and Marketing | June 2021 – Present

- Led B2C marketing team and strategies that more than doubled school enrollment and revenue, growing from 12,000 to over 27,000 students with annual revenue targets of \$250 million
- Launched organization-wide shift to open B2B service lines, created and executed the go-to-market strategy and service model with revenue targets of \$7 million in year one. Business development at national conferences, and sales directly to school administrators and board members
- Presented marketing seminars for school administrators at conferences across the country

Creative Director | August 2018 – June 2021

- Created in-house studio and production processes to create and distribute over 1,600 academic lessons in less than six months in response to the Covid-19 school closures
- Collaborated with C-suite executives to create, produce, and direct engaging all-hands meetings for both in-person and live-streaming audiences

Brand Manager | December 2017 – August 2018

- Created corporate branding and brand guide, and brand guide for major client, Legacy Traditional Schools

City Hope Church, Daphne, Alabama

Creative Director | August 2005 – February 2016

- Oversaw rebrand that impacted seven campuses across three countries to align visual identity with mission
- On-camera presenter hosting more than 100 weekly content videos to promote events and initiatives

Education

Grand Canyon University, Phoenix, Arizona

Bachelor of Arts, Graduated Summa Cum Laude

Skills

Brand Management, Strategic Marketing, Business Development, Presentation Skills, Creative Problem-Solving, Event Production, Leadership, Communication, Innovation, Adaptability, Collaboration, Adobe Creative Suite