

JESSE C. UMEH

BRAND & INTEGRATED MARKETING LEADER

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PROFESSIONAL SUMMARY

Brand and integrated marketing leader with 13+ years connecting audience insight, positioning, creative direction and performance across faith-based, nonprofit, higher education and consumer brands. Lead campaigns from strategy and asset development through launch, optimization and reporting, turning complex decisions into clear messages and measurable action.

SELECTED RESULTS

\$63M+ in institutional revenue influenced across Jessup campaigns over three years.

33.8% year-over-year enrollment growth at Jessup.

32.5% growth in payment plan participation over 28 days; the program reported 505 students on plans and \$3.7M in payments received.

263% return on marketing investment for a consumer launch that sold out in 48 hours.

PROFESSIONAL EXPERIENCE

GLOO | Brand & Campaign Director

Feb 2026–Present

Jessup University institutional account • Regional brand, enrollment and lifecycle campaigns

- **Brand and creative direction.** Lead positioning, campaign narratives, creative briefs and channel plans for a higher education account, aligning design, web, CRM, media and enrollment teams.
- **Integrated growth system.** Built a repeatable campaign framework linking segmented ads, landing pages, inquiry forms, CRM nurture and measurement across programs.
- **Campus conversion.** Led Spring Preview Day promotion and partner amplification with the broader team. Attendance grew 88% year over year; 17 traditional students confirmed (+70%), representing approximately \$297,500 in estimated first-year gross tuition value, with \$1,047 in ad spend.
- **Enrollment and retention.** Led an 80-day campaign from May strategy and asset development through a formal June launch and the Aug. 1 deadline. Owned segmentation, creative approvals, email and SMS deployment, suppression and reporting; 24.5% of first agreements fell in the final three-day window.
- **Program adoption and payments.** Student Financial Services reported growth from 381 students on plans on Aug. 4 to 505 on Sept. 1, up 32.5% in 28 days, with \$3.7M received by Sept. 1.

PROFESSIONAL EXPERIENCE / CONTINUED

JESSUP UNIVERSITY | Director of Brand and Marketing

Oct 2022–Jan 2026

Previously Director of Growth Marketing and Assistant Director of Marketing & Communications

- **Institutional brand and growth.** Connected positioning, creative, paid and owned media, student journeys, events and enrollment follow-up into a coordinated campaign system across programs and audiences.
- **Journey and conversion.** Redesigned the path from initial interest through nurture, campus experience and enrollment follow-up; earlier marketing reporting credited \$3.78M in journey-attributed revenue.
- **Program launch.** Built positioning, launch narrative and channel strategy for a new offering without a dedicated launch budget; prior campaign reporting credited \$240K+ in first-cycle revenue.
- **National awareness.** Conceptualized and led a mission-driven campaign from creative development through delivery and promotion on a \$5,000 total project budget; recorded 218.7M platform-reported reach and \$2.3M in estimated earned media value in under 90 days.
- **Efficient events.** Led the 2025 National Day of Prayer audience campaign, reporting 1,400+ attendees against a goal of 400 and \$140,010 in revenue against \$500 in paid media, a 280:1 revenue-to-media ratio.

UMEH AGENCY | Founder & Managing Director

2012–Present

Founder-led brand and growth consultancy; select client engagements alongside current role

- **Launch and commerce.** Directed the positioning, creative system, channel strategy and commerce execution for a consumer release that sold out within 48 hours and delivered 263% return on marketing investment, per client reporting.
- **Partnerships.** Built activations with the Sacramento Kings and Sacramento Republic FC; prior client reporting cited a 223% increase in audience engagement.
- **Full-service delivery.** Advised clients across education, technology, nonprofit, hospitality and retail on research, brand narrative, identity, creative production, lifecycle and measurement.

CENTER FOR FATHERS AND FAMILIES | Marketing Manager

Apr–Dec 2019

- **Partnership revenue.** Secured \$160K+ in sponsorship support, including a Coca-Cola partnership; prior internal reporting cited a 32% lift in retention after CRM and attribution work.

CORE SKILLS

Brand positioning and narrative • Integrated campaign strategy • Audience research and segmentation • Creative direction • Product and program launches • Paid, owned and partner channels • Lifecycle and CRM • Conversion measurement • AI-assisted research and creative production • Cross-functional leadership

EDUCATION AND CERTIFICATIONS

M.A., Strategic Leadership | North Central University

B.A., Business Administration | West Virginia State University

HubSpot Digital Marketing • Google Analytics 4 • IDEO U Foundations in Design Thinking • IDEO U From Ideas to Action

TOOLS

Figma • HubSpot • Salesforce • Google Analytics 4 • Meta Ads Manager • Notion