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Marvin Glenn Jones II

MARKETING & CREATIVE DIRECTOR

PROFESSIONAL SUMMARY

Marketing & Creative Director with 15+ years of experience driving award-winning integrated campaigns across digital, print, and social platforms. Expert in connecting brand strategy with design innovation, performance marketing, and storytelling that builds equity, trust, and ROI. Proven ability to lead multidisciplinary teams, elevate brand presence, and deliver high-impact content across B2B and B2C markets. Passionate about purpose-driven leadership, ethical communication, and inclusive creative practices.

CORE COMPETENCIES

- Integrated Marketing Strategy
- Brand Development & Identity
- MROI & ROAS Growth Campaigns
- Creative & Art Direction
- Team Leadership & Cross-functional Collaboration
- Digital Advertising (Meta, Google Ads)
- Web UX/UI & eCommerce Design
- SEO, SEM & Affiliate Strategy
- Content Marketing & Video Production
- Social Media Campaigns (Organic/Paid)
- CRM Platforms (SharpSpring, HubSpot, Brevo)
- Generative AI for Content/Design
- Budgeting, Forecasting, Analytics
- Adobe Creative Suite, Microsoft Office
- Data-Informed Design & Reporting (GA4, Excel)

PROFESSIONAL EXPERIENCE

Director of Marketing — Atlas Companies, Branford, CT — 2021–Present

- Developed multi-platform brand and performance marketing strategies to increase ROAS.
- Produced 19% YoY sales growth and 22% YoY revenue growth from digital advertising campaigns across paid channels in 2025.
- Led concept-to-execution creative direction for award-winning TV, streaming, digital, print, and video campaigns.
- Directed cross-functional collaboration across social media, email marketing, content design, SEO, paid ads, and multiple CRMs across multiple Atlas companies.
- Produced quarterly and bi-annual executive reporting; oversaw marketing budget, vendor relations, and marketing production pipelines.
- Led employer branding initiatives, supported job listings and internal communications.
- Led and implemented UI/UX and web design across multiple Atlas Companies' websites.

Creative Director & Marketing Manager — NDZ Performance, Wallingford, CT — 2018–2021

- Spearheaded eCommerce marketing strategy, SEO optimization, and affiliate programs.
- Oversaw all brand assets including packaging, email campaigns, video, print, and promotional media.
- Increased organic traffic and conversion through keyword targeting, competitor benchmarking, and analytics-driven content.
- Managed web store backend (Volusion), including bulk listings, HTML maintenance, and product optimization.

Creative Director — Inner Armour Sports Nutrition, Berlin, CT — 2013–2016

- Developed international marketing materials across digital, social, and trade channels.
- Directed media planning and brand storytelling for global campaigns compliant with international regulations.
- Collaborated with executive leadership on regulatory messaging, trade show branding, and team management.

Founder & CCO — Jones Junior Solutions, East Haven, CT — 2004–2023

- Provided full-service marketing and creative consulting for SMBs, including branding, digital campaigns, web design, and social strategy.
- Served multiple clients through successful brand lifecycles, including two exits/sales of multi-million-dollar business entities.
- Delivered measurable brand visibility and campaign engagement across various markets.

Adjunct Professor (Part-Time) — Quinnipiac University, Hamden, CT — 2006–Present

- Design and teach accredited courses in Fitness & Nutrition, Taekwondo, and Kickboxing, integrating character development and life skills into curriculum.
- Foster student development through values-based instruction, discipline, and wellness education.

EDUCATION

Bachelor of Science in Graphic Design — Southern Connecticut State University, New Haven, CT — 2004

AWARDS & CERTIFICATIONS

- MarCom Platinum Award, Atlas Outdoor Living Streaming Video (2025)
- MarCom Platinum Award, Atlas Outdoor Living TV Commercial (2021)
- Inbound Marketing Certification, HubSpot (2021)
- Advanced Google Analytics, Google Academy (2019)
- Advanced Microsoft Excel, Pryer Institute (2019)