

JAY PERDUE

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Profile

A visionary leader, creative director, marketing consultant, and project manager with a proven ability to transform and build high-performing teams, I have a lengthy track record of delivering highly complex, multi-channel projects on time, on budget and on strategy. For 20+ years, I owned and operated a successful communication design studio. With a strong foundation in strategic marketing solutions and brand strategies for for-profit clients, in recent years I began focusing on corporate social responsibility and cause marketing, as well as brand development and fundraising for nonprofit clients. My desire to make a difference for clients who make a difference led me to one of the greatest causes around—St. Jude Children's Research Hospital, where I presently serve as Sr. Director, UX Design and Content.

Experience & Accomplishments

ALSAC/St. Jude Children's Research Hospital: [Enterprise Website Redesign \(stjude.org\)](http://stjude.org)

Likely the pinnacle of my career was leading the ALSAC user experience design and content work streams in a months-long redesign of St. Jude's enterprise website and migration to a new content management system. Starting before the project kicked off, I established and helped gain enterprise support for website goals, key business drivers and visual design objectives. I innovatively structured collaborative working teams and processes, employing agile methodologies and a user-centered design approach that helped gain stakeholder buy-in and paved the way for a successful on-time launch May 31, 2015. In the six months following, overall site traffic increased 30%, mobile traffic increased 61%, online revenue grew 40% YOY, and SEM landing page strategies led to a significant increase in ROI.

Agape Child & Family Services: [Brand Awareness Campaign](#)

A multimedia campaign involving outdoor billboards, direct marketing, online advertising, online video and social media, "How Memphis says love" helped Agape achieve a lift of nearly 9% in donations year-over-year. While the primary objective of the campaign was to increase brand awareness, introduce and explain the brand name, Agape enjoyed an ROI of 103%, more than a 2-to-1 return on every dollar spent. The campaign also helped to stimulate solid website activity with an increase of 65% above the average number of monthly visitors and more than doubled the average number of monthly online email registrations year-over-year.

Printing & Graphics Association Mid-Atlantic (PGAMA): ["Print Grows Trees" Educational Campaign](#)

Designed to help preserve America's forests, "Print Grows Trees" is an ongoing campaign involving outdoor and transit advertising in the DC area and in Times Square NYC, as well as a campaign website and social media. Developed for the Education Fund of PGAMA, the Washington, DC-based printing and graphic arts association, "Print Grows Trees" connects consumers to the private landowners who control nearly 60% of America's woodlands, and helps dispel the misconception that by using less paper, trees are saved.

HopeWorks, Inc.: ["A Morning of Hope" Annual Fundraiser Breakfast](#)

I've worked with HopeWorks, a nonprofit job skills lab, marketing their annual breakfast fundraiser since 2010, including branding the event "A Morning of Hope" and developing yearly campaign themes to promote nationally renowned speakers such as Sean Tuohy ("The Blind Side"), Bill Strickland ("Make the Impossible Possible" and "Waiting for Superman"), and Dr. Ben Carson (Presidential candidate and author of "Gifted Hands"). Our billboards, posters, invitation/brochures and digital marketing have helped HopeWorks enjoy sell-out crowds, continually increasing total donations at their largest annual fund-raising event.

International Paper: ["Down to Earth" Environmental Series and Website](#)

Designed to engage customers in discussions related to paper, printing and the environment, "Down to Earth" is a series of brochures and a companion website, published quarterly and filled with facts, quotes, statistics and statements related to a different environmental topic with each issue. In our first year of managing the publication, the series created a buzz among industry bloggers, and more than doubled downloads from the company's website.

Verso Corp.: [Naming and Brand Development](#)

Aimed at commercial printers and publishers, the name Verso, proposed for its arcane meaning in the publishing world as "the other side of the sheet," promised a devotion to this industry and suggested "the other side" of the \$1.5 billion business formerly owned by International Paper. Equipped with the Verso name and identity, IP succeeded in finding a suitor for the business. Six weeks from the day the finalized agreement was announced, Verso was launched fully armed with a brand identity system, business communications systems, sales collateral tools, direct mail campaign, as well as a webcast video unveiling the new company to customers and employees across the country.

Career History

ALSAC/St. Jude Children's Research Hospital

Sr. Director, UX Design and Content

I lead a team of 24 content strategists, digital designers and front-end developers who create online user experiences to raise funds and awareness for St. Jude Children's Research Hospital. I serve as a champion across the organization for user-centered design and the role it plays in creating effective, strategic, iterative digital products and experiences. Partnering with our digital marketing team, we also provide strategic creative solutions for ad campaigns, online promotions, email marketing and social media.

Perdue Creative

Owner/Creative Director

My award-winning communication design business provides strategic, creative solutions to a wide variety of marketing, communications and brand objectives. I have developed effective, results-driven brand strategy, brand identity, web strategy and design, advertising, direct mail, annual reports and sales promotions for clients including: International Paper, Verso Corp., Agape Child & Family Services, HopeWorks Inc., National Commerce Bancorporation, FedEx, Crews Protective Eyewear, St. Clair Foods, and many more.

Honors

American Advertising Federation ADDY Awards (multiple)

TELLY Awards (multiple)

International Logos & Trademarks 4, Madison Square Press

LogoLounge Master Library: 3000 Initial & Crest Logos, Rockport Publishers

HOW design magazine's "Self Promotion Annual"

Education

Harding University

Bachelor of Arts, Advertising

References

Available upon request