

JAY PERDUE

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Profile

A visionary leader, creative director, marketing consultant, and strategic thinker, 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 ALSAC/St. Jude Children's Research Hospital, where I presently serve as the Digital Group's Sr. Director of User Experience.

A life-long learner with a career spanning 30 years, I have a proven ability to transform and build high-performing teams with a leadership style defined by: hiring good people (recruitment and vendor selection), showing them the way (vision), removing any barriers to good work (empowerment), building camaraderie (culture), having their back (advocacy), holding them accountable (command), and celebrating team/individual accomplishments (recognition).

Career History

ALSAC/St. Jude Children's Research Hospital

Sr. Director, User Experience – 2012-present

Over the past 6+ years, I have cultivated the User Experience team (including UX Design, Content Strategy and Email/Mobile Text Marketing), transforming them from order-takers focused on outputs to a user-centered team, focused on outcomes. Today, my team consists of 36 content strategists, digital designers, UX designers, UI developers, and email marketing specialists who create and iterate end-to-end user experiences that have helped quadruple digital revenue from FY12 to FY18. 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. Over the past 3 years, I have established the regular practice of user research and testing across Digital, and sponsored a Digital Testing Advisory Panel to operationalize user research, helping to build a test-and-learn culture. I and my team work closely with our Digital Marketing team to provide strategic creative solutions for marketing campaigns, online promotions, email marketing and social media, monitoring results to optimize as needed for desired results. I regularly collaborate with our traditional media and video production teams, as well as with our marketing strategists to orchestrate omni-channel brand awareness and promotional campaigns.

Perdue Creative

Owner/Strategist/Creative Director – 1989-2012

An award-winning communication design business, Perdue Creative provides strategic creative solutions to achieve a wide range of marketing, communications and brand objectives. As the agency principal, I've advised clients ranging from marketing executives to CFOs and CEOs, including: International Paper, National Commerce Bancorporation (now SunTrust), FedEx, Verso Corp., Agape Child & Family Services, HopeWorks Inc., and many more. For more than 20 years, I implemented effective, results-driven brand strategy, brand identity, web strategy, web design, advertising, digital marketing, paid and organic social media, direct mail, annual reports and sales promotions. The success of our work was evidenced by long-term client relationships, several spanning more than a decade.

J. Strickland & Co.

National Advertising Manager – 1984-1989

As national advertising manager, I was responsible for marketing and promotion of hair care, skin care and cosmetics products targeted to African Americans. Coordinating a small in-house team and a consortium of freelancers and agencies, I managed cross-channel campaigns in major markets throughout the U.S. in radio, out-of-home, transit, print and television from strategy to concept to production, distribution and implementation, tracking results in order to justify maintaining and increasing my advertising budget each year. One success example was the re-launch of Zuri Cosmetics, a line J. Strickland had acquired five years previously, that had been declining in sales ever since. I secured leadership support and led product re-branding, package re-design, sales promotions, and advertising that reversed the downward sales trend and resulted in a 15% increase in revenue year-over-year — branding that continues to be used in market today.

Major Career Accomplishments

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

Perhaps the pinnacle of my time at ALSAC was leading the user experience design and content work streams in a months-long redesign of St. Jude's enterprise website and the migration to a new content management system. 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. Additionally, landing page strategies for paid search resulted in an incremental increase of more than \$40,000 in monthly online revenue.

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

A multimedia campaign involving outdoor billboards, direct mail, digital marketing, online video and social media, "How Memphis says love" helped Agape achieve a lift of nearly 9% in year-end giving 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 Better Tomorrow" Capital Campaign](#)

After 30 years operating in leased space, HopeWorks was presented an opportunity to purchase a building of their own in a more central neighborhood setting that would increase their physical space from 6,000 to more than 10,000 square feet. I facilitated a co-design workshop with HopeWorks leadership, staff and Board members to gain consensus on the benefits of the move, the goals of the capital campaign, prospective donor personas and benefits of the move to each donor segment. To reach major gift donors and local, state and federal grant administrators, I developed presentation tools, a Case Statement document, infographics, client success stories, and partnered with a videographer to create videos for in-person presentations, as well as digital marketing. Leveraging the holiday/end-of-year giving season, a 4-week paid social media campaign additionally reached ~20,000 civic-minded and charitable giving individuals in the metro Memphis area. In about six months time, the small nonprofit achieved its \$750,000 goal, and subsequently refurbished and moved into their newly purchased building in February 2018.

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](#)

In effort to divest their \$1.5 billion coated papers, International Paper hired my agency to name and brand the business. 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" business formerly owned by International Paper. Equipped with the Verso name and identity, IP succeeded in finding a buyer for the business. Six weeks from the day the finalized agreement was announced, Verso Corp. 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.

Education

Harding University

Bachelor of Arts, Advertising

Honors

American Advertising Federation ADDY Awards (multiple)
American Advertising Federation “Best of Web” ADDY Special Judges Award
Conductor “Searchie” Award for “Content Powerhouse” and finalist
for “Best in Class Brand” and “Excellence in Integrate Marketing”
Google AMP Hack-a-thon Winning Team
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”

Additional Skills and Capabilities

One of ALSAC’s highest-rated people leaders in “Great Places to Work” Employee Opinion Surveys
Experienced facilitator of brainstorming sessions, co-design workshops, design sprints, and strategic meetings
Practitioner and instructor of design thinking techniques
Confident and experienced public speaker and presenter
Seasoned graphic artist well versed with Adobe Photoshop, Illustrator, InDesign and AfterEffects
Proficient with Microsoft Word, Excel and PowerPoint
Hands-on working knowledge of HTML, CSS, and JavaScript

References

Available upon request