

Jameson Bull

12 Quincy Street | Medford, MA 02155
(203) 417-1177 | jameson.bull@gmail.com

Professional Profile

Marketing specialist with expertise in social media, public relations and strategic positioning

Professional Experience

CommCreative, Framingham, MA

April 2009 – December 2010

Digital Media Strategist

Inc. 5,000 Award-Winning Full Service Marketing Agency

Led the agency's social media programs, public relations campaigns and new business pitches

- ✓ Developed integrated marketing and social media strategies across the healthcare, biotech and professional service industries for clients including GE Lifesciences, Joslin Diabetes Center, CRi, Inc., Savings Bank Life Insurance and Verisk Health
- ✓ Led inbound marketing campaign, focused on on-site SEO, blogging and social media, that increased Joslin Diabetes Center website traffic over 28% in the first three months
- ✓ Managed press relationships, editorial calendars and proactive editorial pitching campaigns for all PR clients
- ✓ Executed social media programs leveraging Twitter, blogging, YouTube and digital conversation monitoring to increase ROI from existing communications channels including email, SEO, Google PPC and direct mail

SHIFT Communications, Brighton, MA

July 2008 – January 2009

Account Executive

The Holmes Report – 2008 - New Media Public Relations Agency of the Year

Managed public relations programs for high-tech, consumer and security clients using print, broadcast, and Web media strategies, specializing in traditional and social media communications campaigns

- ✓ Managed relationships with reporters and introduced media to new client-focused article opportunities
- ✓ Secured coverage for clients in numerous top tier business and vertical publications such as CNN.com, Advertising Age, eWeek, and ComputerWorld through strategic public relations planning and execution
- ✓ Researched, drafted and edited press releases and byline articles for new technology products and corporate news announcements, resulting in news coverage in many leading industry publications
- ✓ Led analyst relations tours and managed speaking and awards calendars for client thought leadership programs

Lois Paul & Partners, Woburn, MA

August 2006 – June 2008

Account Representative

"Lois Paul & Partners is a leading, national strategic communications agency that provides a wide range of public relations services to emerging and established high technology and life sciences companies."

- ✓ Managed public relations programs for technology and life science clients including Medidata, Curl, Inc, Aspen Tech, Alfresco and Backchannelmedia
- ✓ Played a primary role in the development of the agency's social media practice including identifying and marketing new service offerings, launching and maintaining the agency's blog, *Beyond The Hype*, and leading all internal trainings on emerging social media tools and best practices
- ✓ Planned and led agency-wide trainings on podcasting, blogging, news monitoring and social media releases
- ✓ Managed vertical and business press outreach programs and secured media coverage in top-tier media outlets, such as eWeek, New Tee Vee, ComputerWorld, Application Development Trends, and Channel Insider
- ✓ Wrote over 25 press releases announcing new customers, product announcements and speaking engagements

Technology Snapshot

Wordpress | Radian6 | Google Analytics | Cision | HTML
Adobe InDesign, PhotoShop, & Illustrator | Microsoft Office

Education

Master of Science – Public Relations

Syracuse University, Syracuse, NY
S.I. Newhouse School of Public Communications
Cumulative GPA 3.778

Bachelor of Arts – Public Relations

Quinnipiac University, Hamden, CT
Minor: Psychology
Graduated Cum Laude