

JOHN MARCH

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1810 E. Cary Street, Richmond, VA : A

EDUCATION

May 2022

VCU Brandcenter

Master of Science

Creative Brand Management

May 2017

Hampden-Sydney College

Bachelor of Arts

Mathematical Economics

- Academic & Eagle Scout Scholarships

- Chi Phi Fraternity

CERTIFICATIONS

June 2022

Diversity, Equity, and Inclusion in the Workplace

USF Muma College of Business

December 2019

Certified Digital Marketing Professional

Digital Marketing Institute

July 2019

Fundamentals of Digital Marketing

Google Digital Garage

INTERESTS

North Carolina Sports

Criminal Justice Reform

Lyme Disease Research

Paradoxes

Weightlifting

Bowling

Math & Statistics

SKILLS

- Brand Strategy & Positioning, Digital Design, Data Analytics, Market Research, and Pitching/Presentation
- Workamajig, Excel, Google Analytics, Adobe Creative Suite, Keynote, Canva, Facebook Ads & Business Manager, Twitter & Snapchat Ads, WordPress, Wix, Constant Contact, Mailchimp, and Sendgrid

WORK EXPERIENCE

Present

May 2021

ACCOUNT EXECUTIVE

Greenhaus Advertising Agency | San Diego, CA (Remote)

Account management and brand strategy for an array of luxury real estate and tourism clients with budgets up to \$2 million

— Primary account lead for Pendry Residences West Hollywood, Gardenhouse Beverly Hills, MHaus Interiors, Coronet Communities, and Build to Stay

— Account support for Tesoro Viejo, Visit Temecula Valley, Senior Resource Group, Christopher Homes, McCaffrey Homes, and Tri Pointe Homes Las Vegas & Inland Empire

— Led brand strategy development including creative brief writing for Tesoro Viejo, resulting in five NAHB Nationals awards for best signage and best digital sales tool, among others

— Managed and won pitches worth up to \$1.5 million in agency revenue

— Supported development of Visit Temecula Valley's "Live Glass Full" campaign through trafficking creative, creating brand strategy, and execution of photo and video shoots

May 2021

Jan. 2020

ACCOUNT MANAGER

StratPoli | Leesburg, VA (Remote)

Account leadership and communications consulting for clients in the political advocacy and small business space

— Developed strategy and communications for a nonprofit client resulting in a more than 150% increase in fundraising efforts

— Grew client's social media following by over 25% and increased organic reach by nearly 50%

— Consulted and managed development of brand platforms for startups active in the landscaping and fitness space

Nov. 2019

Aug. 2019

CAMPAIGN MANAGER

Elliott Harding for State Senate | Charlottesville, VA

Campaign management for Independent candidate for Virginia's 25th State Senate District

— Flipped three counties previously held by opponent for 30+ years

— Earned the most votes for an Independent candidate for State Senate in Virginia electoral history

— Accomplished all of the above with no institutional support and in fewer than 90 days while being outspent 14 to 1

July 2019

Feb. 2018

COMMUNICATIONS DIRECTOR

Statewide Political Organization | Richmond, VA

Feb. 2018

Jan. 2017

LEGISLATIVE CORRESPONDENT

U.S. House of Representatives | Washington, DC