

# JOHN MARCH

ACCOUNT MANAGER

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1810 E. Cary Street, Richmond, VA : A

## WORK EXPERIENCE

Present

May 2021

### ACCOUNT EXECUTIVE

Greenhaus Advertising Agency | San Diego, CA (Remote)

Account management for an array of luxury real estate and tourism clients. Duties and responsibilities include liaising with clients, writing creative briefs, leading diverse teams, organizing photoshoots, and strategic development

— Account lead for Pendry Residences West Hollywood, Gardenhouse Beverly Hills, MHaus Interior Design, Coronet Communities, and Build to Stay

— Account Executive for Visit Temecula Valley, Senior Resource Group, Christopher Homes, and Tri Pointe Homes, among others

— Involved in new business pitch creation

May 2021

Jan. 2020

### STRATEGIST

StratPoli | Richmond, VA

Communications consulting, media relations, brand strategy, digital communications, event organizing, staff management, graphic design for a broad array of clients

Nov. 2019

Aug. 2019

### CAMPAIGN MANAGER

Elliott Harding for State Senate | Charlottesville, VA

Media relations, field operations, direct mail, event organizing, rapid response, staff management, and social media strategy for Independent State Senate candidate in Virginia's 25th District

July 2019

Feb. 2018

### COMMUNICATIONS DIRECTOR

Statewide Political Organization | Richmond, VA

Media relations, rapid response, op-eds, press releases, fundraising, email marketing, direct mail, P2P texting, digital marketing, graphic design and liaising with Virginia elected officials

Feb. 2018

Jan. 2017

### LEGISLATIVE CORRESPONDENT

U.S. House of Representatives | Washington, DC

Correspondence management, intern management, and constituent services; facilitated office setup for new Member, 115th Congress

## SKILLS

Brand Strategy & Positioning

Digital Design

Data Analytics

Market Research

Presentation

## EDUCATION

May 2022

### MASTERS IN BUSINESS

CREATIVE BRAND MANAGEMENT

Virginia Commonwealth University Brandcenter

May 2017

### BACHELOR OF ARTS

MATHEMATICAL ECONOMICS

Hampden-Sydney College

- Academic & Eagle Scout Scholarships

- Alumni Relations Chair, Chi Phi Fraternity

## CERTIFICATIONS

December 2019

### CERTIFIED DIGITAL MARKETING PROFESSIONAL

Digital Marketing Institute

July 2019

### FUNDAMENTALS OF DIGITAL MARKETING

Google Digital Garage

## TECHNICAL SKILLS

Workamajig, Excel, Google Analytics, Adobe Creative Suite, Keynote, Canva, Facebook Ads & Business Manager, Twitter & Snapchat Ads, WordPress, Wix, Constant Contact, Mailchimp, and Sendgrid

## INTERESTS

Criminal Justice Reform  
Lyme Disease Research  
North Carolina Sports