



CLINTON WILSON

Marketing Strategist | Creative That Connects | Healthcare, Publishing & Digital Media

SUMMARY

Creative and analytical marketing strategist with a proven ability to turn insights into action across highly regulated industries. Adept at uniting storytelling with compliance, strategic vision with agile execution, and audience insight with high-performing content. Experienced in leading omnichannel campaigns, shaping brand voices that resonate. Background spans healthcare, publishing, and digital media, including award-winning initiatives and measurable engagement results.

SKILLS

- Digital campaign strategy
- Member engagement campaigns
- Content creation and strategy
- Email marketing
- Email marketing platforms and tools: Marketo, HubSpot, Salesforce Marketing Cloud, Mailchimp, Litmus, Return Path
- Mobile marketing: Relay
- Data analysis
- B2B and B2C marketing
- Social media marketing
- Healthcare compliance
- SEO and SEM strategies
- SEO tools: SEMrush, Moz Pro, Majestic
- Customer feedback analysis
- Cross-functional project management
- A/B testing and analytics
- Adobe Creative Suite
- Google Analytics
- Google Tag Manager
- Google Ads
- Facebook advertising
- ChatGPT utilization
- Graphic design: Canva
- Web development: HTML, CSS, SQL
- Paid social advertising
- Pay-per-click (PPC) marketing
- Salesforce CRM
- Media relations
- Direct mail campaigns
- Speech writing
- Press release writing
- Internal communications
- Crisis communications
- Market research
- Consumer behavior understanding
- Budgeting and allocation
- Brand-building strategies
- Website development: WordPress, Squarespace, Wix
- Social media management: Hootsuite
- Marketing automation
- Tableau data visualization
- Microsoft Excel

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EDUCATION

Bachelor of Arts

English Literature
College of Idaho, Caldwell, ID

EXPERIENCE

MARKETING COMMUNICATIONS CONSULTANT III

Premiera Blue Cross | Remote | May 2023 - January 2025

- Launched mobile marketing program for members, increasing engagement by 26%.
- Directed strategy and compliance for senior-targeted campaigns.
- Streamlined internal review processes to reduce approval time and cut costs.
- Played key role in delivering 100% accurate regulated marketing materials for Medicare Advantage AEP.
- Collaborated with external agencies to develop innovative campaign concepts.
- Analyzed customer feedback data to refine messaging strategies.
- Created diverse marketing content for websites, brochures, newsletters, videos, and promotional and regulatory materials.

DIGITAL MARKETING SPECIALIST II

Blue Cross of Idaho | Boise, ID | June 2017 - May 2023

- Spearheaded mobile engagement outreach design and implementation, ensuring regulatory compliance and performance optimization.
- Advanced through various roles, demonstrating expertise in content operations, campaign strategy, and compliance integrity.
- Boosted member satisfaction scores and improved brand perception through targeted initiatives.
- Analyzed customer feedback to pinpoint areas for improvement in services and communications.
- Generated performance reports on campaign metrics, and other key indicators.
- Maintained a comprehensive database for targeted marketing efforts to optimize outreach.
- Created content for websites, blogs, social media platforms, and online advertising.

MARKETING MANAGER

Independent Contractor | Boise, ID | January 2014 - December 2017

- Improved online visibility and search rankings for small businesses in law, behavioral health, and other sectors.
- Delivered SEO audits, brand management, blog content, social media strategies, and reputation enhancement services.
- Analyzed market trends and researched emerging technologies in digital marketing space.
- Conducted thorough market research to obtain a detailed understanding of consumer needs and trends.

SEO SPECIALIST

Page One Power | Boise, ID | March 2015 - September 2016

- Increased client search rankings through tailored SEO strategies and keyword research.
- Managed social media content and developed analytics reports to enhance digital strategy.
- Created high-quality articles to drive site traffic and improve client visibility.
- Conducted comprehensive keyword research to identify improvement opportunities.
- Performed on-page and off-page optimization techniques to enhance search visibility.

ONLINE MARKETING MANAGER, CUSTOMER RETENTION MANAGER

Penguin Random House | New York, NY | February 2000 - September 2014

- Led B2B and B2C email marketing strategy, optimizing engagement and retention through segmentation and testing.
- Produced multimedia content in collaboration with authors and business partners to enhance campaign execution.
- Coordinated national marketing campaigns across social media, PPC, print advertising, and press relations.
- Developed targeted social media campaigns to promote products, services, and publishing events.
- Planned and executed paid advertising campaigns on Google Ads and Facebook Ads.
- Analyzed web analytics data to identify opportunities for improving customer experience and website performance.
- Established metrics for tracking success of online marketing initiatives against defined KPIs.

ACTIVITIES AND HONORS

- Reading, hiking, art, music, and film.
- Active volunteer with Idaho Food Bank, Bowery Mission, and Opera Idaho.
- Human Rights Certification via Wassmuth Center for Human Rights.
- Recognized for excellence in video production and storytelling at Penguin Random House.
- Exhibited artwork at group shows in NYC and Prague.

REFERENCES

References available upon request.