

# Jamie Lake

348 Brazos Bend, Holly Lake Ranch, TX 75765  
903-638-1805  
countrylifesass@gmail.com

## Summary

I am currently pursuing a Bachelor's degree in Psychology with a concentration on addiction from Southern New Hampshire University.

## Professional Experience

### **East Texas Treatment Facility (MTC) 8/2023 – present**

#### Substance Abuse Specialist

- Perform substance abuse education work within the DWI/SAFPF/ISF programs. Work involves planning, coordinating, and implementing substance abuse education
- Ensure the safety and well-being of offenders by continuously supervising therapeutic and recreational activities. Intervenes as necessary to control or channel inappropriate behaviors
- Provides didactic sessions according to designated curricula within the program. Presents chemical dependency education and life skills classes
- Monitors offender behavior and reports incidents and inappropriate or unusual behaviors to appropriate treatment team staff
- Updates and maintains offender records that include recording direct and indirect hours, treatments, activity or group participation, and job readiness progress

### **Skill Builder Academy 10/2020 – 8/2023**

#### Project Manager

- Manage email program on the MailChimp platform (strategy and execution)
- Segment lists based on behaviors such as past email engagement and website interactions (content downloads, site page visits, etc.)
- Measure campaign analytics, identify insights, and apply learnings to improve campaign performance
- Manage scope, budget, and project deliverables

### **Cavender's Boot City 7/2019 – 10/2020**

#### Digital Marketing Specialist

- Manage email and SMS marketing program on Listrak platform (strategy and execution)
- Develop and implement testing plans (A/B, multivariate) for campaigns
- Analyze campaign performance data and apply learnings to future campaigns
- Manage search marketing agency relationship
- Make promotional content updates to the website on the Salesforce web platform

**Reach Local** 4/2016 – 7/2019  
Project Manager

- Work with small business owners to assimilate project requirements for WordPress site development
- Create project plans; timelines, tracking, and change control
- Manage scope, budget, and project deliverables

**DBG Loyalty** 10/2014 – 4/2016  
Account Director

- Lead digital user experience and marketing efforts for Rewards.com including search marketing, video marketing, retargeting, email, social, blogs, A/B testing
- Measure campaign analytics, identify insights, and present recommendations
- Mentor, coach and hire staff; prepare performance evaluations; set career development goals; develop account staffing plans

**Ansira** 5/2013 – 11/2013  
Account Director

- Led digital advertising efforts for Rent-A-Center including daily site content updates and feature enhancements for multiple web properties
- Identify business goals, advertising objectives, and marketing roadblocks; discern project requirements and communicate to creative and development teams
- Mentor, coach and hire staff to achieve greater success; prepare performance evaluations

**Innovyx** 7/2008 – 5/2013  
Account Director

- Onboard clients and new client contacts
- Research and deliver information on trends and best practices
- Prepare weekly status reports and lead weekly status calls

**TM Advertising** 3/2006 – 7/2008  
Interactive Account Supervisor

**Ackerman McQueen** 11/2003 – 3/2006  
Interactive Account Supervisor

**Temerlin McClain** 9/2000 – 11/2003  
Interactive Account Executive

**Hollywood Casino and Hotel** 6/1997 – 9/2000  
Corporate Marketing Coordinator

**Temerlin McClain** 6/1995 – 6/1997  
Assistant Account Executive

## Education

Dallas Business College, Dallas, TX - 1993  
Richland High School, North Richland Hills, TX - 1991