

JANINE HOUSEMAN

nin9ja@gmail.com • linkedin.com/in/janine-houseman-0752b3396

SUMMARY

Creative-industries marketer who builds brands and the systems behind them. I came up running my own studio for two decades, moved into multi-brand marketing, and taught myself to build software along the way. I write copy that converts, design the visuals, build the websites and online stores, and put the workflows in place so small teams can move fast without things falling apart.

EXPERIENCE

Triumph Atlantic — Marketing Coordinator (Mar 2026–Present)

- Function as the marketing lead across the company and its client brands.
- Plan and run events and fundraisers, including community outreach and full event logistics.
- Design and order branded merchandise and client packages.
- Design, audit, and build websites and online stores for the company and its brands.
- Produce proposal packages, resumes, org charts, scope documents, safety materials, and client-facing deliverables in a consistent house style.
- Take chaotic, inconsistent data and turn it into coherent, on-brand deliverables.
- Produce newsletters, fliers, employee-recognition pieces, and social content across multiple brands.

Red Door Marketing Co. (A Triumph Atlantic Company) — Marketing Specialist (Aug 2025–Feb 2026)

- Managed marketing operations across 8 active brands spanning commercial, industrial, and service sectors.
- Built and executed content strategies for two brands, growing Facebook engagement 290%, shares 284%, and total views past 59,600 in a single quarter.
- Led a full rebrand including a 24-page company profile, proposal, and welcome pack.
- Established brand presence on new channels and produced short-form video content.
- Ran SEO audits and directory submissions that improved visibility and impressions.
- Represented the company at business consortium meetings and collaborative initiatives.
- Built Zapier automation workflows and branded display assets for executive presentations.

Creatrix Collective — Founder & Operator (2010–Present)

- Built and ran a solo creative studio for 15+ years with a client base of 1,000+ and consistent waitlists.

SKILLS & TOOLS

Marketing: Content strategy, copywriting, brand development, graphic design, SEO, social media management, email marketing.

Design & Web: Canva, Procreate, website design & builds, online stores, WordPress, Lovable.

Automation & Systems: Zapier, n8n, Xano, API integrations, Stripe, Resend.

Tech: GitHub, Cursor, Claude, ChatGPT, Vercel, Supabase.

Business Ops: Pricing strategy, client acquisition, capacity planning, vendor relations.

CERTIFICATIONS

- Foundations of UX Design — Google (2024)
- Vibe Coding with Cursor AI — Scrimba (2026)