

JANINE HOUSEMAN

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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. I started a recent role helping with social media and grew it into running marketing end to end. I learn fast, adapt to whatever the business needs, and do my best work where shipping beats waiting for perfect.

EXPERIENCE

Triumph Atlantic — *Marketing Coordinator* Mar 2026 – Present

- Function as the marketing lead across the company and its client brands — branding, content, graphic design, and day-to-day execution.
- Plan and run events and fundraisers, including community outreach and full event logistics.
- Design and order branded merch and apparel; build branded merch packages for prospective clients.
- Design, audit, and build websites and online stores for the company and its brands.
- Produce proposal packets for half-billion-dollar client pursuits — resumes, org charts, scope and safety documents — in a consistent house style.
- Take chaotic, inconsistent data and turn it into coherent, on-brand deliverables, fast, in a high-expectation environment.
- Produce monthly newsletters, fliers, employee-recognition pieces, and social content across multiple brands.

Red Door Marketing Co. — *Marketing Specialist* Aug 2025 – Feb 2026

- Managed marketing operations across 8 active brands spanning commercial, industrial, and service sectors.
- Built and executed 6-week 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 — repositioned from generic to high-end, including a 24-page company profile, proposal, and complete welcome pack.
- Established brand presence on new channels; produced, filmed, and edited short-form video across Instagram and Facebook.
- Ran SEO audits and directory submissions that moved average position from 45 to 14.7 and daily impressions from 1,693 to 24,285 in 7 days.
- Represented the company at a business consortium meeting, presenting to 8 organizations on collaborative goals, trade-show strategy, branding, and web services — without advance prep.
- Built Zapier automation workflows and branded display assets for conference rooms and 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 3–6 month waitlists, entirely on reputation and content.
- Owned the full brand, visual identity, and client experience in a creative, personal-care industry.

- Ran email marketing through Mailchimp, Square Marketing, and MailerLite — lead follow-up and client-retention sequences.
- Owned pricing strategy, scheduling, vendor relationships, insurance, and full revenue accountability with no support staff.

Freelance — *Web Designer & Developer*

Ongoing

- Design and build websites and online stores for independent clients.
- Built full platforms end to end, including a marketplace app (Xano backend, Stripe payments, Resend email, deployed on Vercel with GitHub version control).

SKILLS & TOOLS

Marketing: Content strategy, copywriting, brand development, graphic design, SEO & directory auditing, social media management, email marketing, short-form video, events & merch, multi-brand ops

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

Automation & Systems: Zapier, n8n, Xano, API integrations, workflow & process design, Stripe, Resend

Tech: GitHub, Cursor, Claude, ChatGPT, Vercel, Supabase, terminal / CLI

Business Ops: Pricing strategy, client acquisition, capacity planning, cash-flow management, vendor relations

CERTIFICATIONS

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