

# Judson Simpson

BRAND STRATEGIST & HUMAN SPARK PLUG

## HOW TO REACH ME:

- 📞 202.304.2249
- @ judson.simpson14@gmail.com
- 🌐 judsonsimpson.com

## WORK EXPERIENCE

- Sr. Manager - Patient Growth & Experience**  
Keplr Vision MAY 23 - FEB 25  
I ran the full patient recall machine — building smart, segmented strategies and patient-facing comms that shortened the gap between visits and kept retention strong. Along the way, I managed partnerships, optimized operations, and translated it all into KPIs leadership could actually get excited about.
- Director of Marketing Operations**  
Slope Clinical MAR 22 - APR 23  
I built and ran a multi-channel growth engine — balancing digital, events, and social to drive real pipeline, not just impressions. I led the team, managed vendors and budgets, tightened the lead funnel and turned performance data into smarter messaging.
- Marketing Manager**  
The Supply Room NOV 20 - MAR 22  
I built and executed segment-specific marketing plans — creating content across social, blog, email, and web to drive traffic. I supported sales with smart collateral, managed events and a team of coordinators.
- Director of Marketing & Operations**  
Eli Residential Group FEB 18 - OCT 20  
I had a hand in every stage of the real estate journey, from first time home buyers to developers. I leveraged organic and paid social, partnerships, and referral programs to keep leads flowing. I managed client comms, reputation, and website strategy — tracking what worked, fixing what didn't.
- Sr. Marketing Manager**  
MyEyeDr., O.D. JAN 16 - MAY 18  
I led market expansion and rebrands from the ground up — planning media buys, negotiating contracts, and building marketing plans for new acquisitions. I managed budgets, CRM strategy, and cross-channel performance, analyzed patient behavior, handled partnerships, and made sure every practice was set up for success.

## EDUCATION



**VCU Brandcenter**  
M.S. Brand Strategy  
2026



**VCU Business School**  
B.S. Business Marketing  
2013

## PLATFORMS

InDesign

Photoshop

Acrobat

Google Business Suite

Google Analytics

SEM Rush

Microsoft Office Suite

Hubspot

MRI Simmons

## SKILLS

- Brand Building
- Event Strategy
- Market Research
- Team Management
- Data Analytics
- Comms Planning
- Agency Management
- Media Buying
- Social Strategy
- Focus Groups