

Jeff Coombs

CREATIVE & DIGITAL MARKETING EXECUTIVE

I connect brand, digital experience, marketing technology, and creative operations to solve business problems and build measurable growth.

Creative and digital marketing leader with 14 years of experience building brand, web, content, campaign, and digital systems for a high-growth healthcare organization. Hands-on across strategy and execution, from positioning and visual direction to websites, UX, campaigns, content systems, measurement, and AI-enabled workflows.

— CORE STRENGTHS

01

WHAT I BRING

- Creative Leadership
- Brand Strategy
- Visual Design & Production
- Digital Marketing
- Digital Experience
- UX/UI
- Marketing Technology
- Creative Operations
- Healthcare Marketing
- SEO/SEM
- Email Marketing
- Campaign Development
- Executive Presentations
- Cross-Functional Collaboration
- Vendor Management
- AI-Enabled Workflows
- Content Strategy

— PROFESSIONAL EXPERIENCE

02

ACES

Art Director / Earlier Roles: Marketing Director, Graphic Designer

September 2012 – August 2026

Progressed from Graphic Designer to Marketing Director to Art Director, expanding from design production into brand leadership, marketing strategy, digital experience, creative operations, and cross-functional leadership for a rapidly growing autism care organization.

SELECTED IMPACT

8 → 71

OFFICE
LOCATIONS

5,200+

EMPLOYEES
SUPPORTED

36K

MONTHLY
ACTIVE USERS

100+

CAMPAIGNS
A YEAR

800+

CREATIVE
ASSETS A YEAR

- Led brand and creative execution through 14 years of growth, supporting expansion from 8 office locations to 71 offices and 12 additional service areas across eight states.
- Built brand, marketing, recruiting, web, and internal communication systems as the organization grew from approximately 1,100 to more than 5,200 employees.
- Directed creative and digital work serving approximately 5,500 clients and families while supporting communications across clinical, operations, recruiting, leadership, and marketing teams.
- Managed website strategy, content, UX improvements, Webflow updates, landing pages, forms, tracking, redirects, and marketing integrations for approximately 36,000 monthly active users and 34,000 monthly new users.
- Helped grow the organization's digital presence from an early website with an estimated 500–2,500 monthly unique visitors and no social media accounts into a multi-channel ecosystem spanning web, search, email, paid media, and social.

- Supported four major website redesigns and managed hundreds of pages, landing pages, blog posts, and Webflow CMS items, including approximately 200 location-related records.
- Created and supported approximately 100 marketing campaigns per year, including roughly 75 digital campaigns across Google, Meta, LinkedIn, YouTube, display, outreach, recruiting, and service-line initiatives.
- Built and managed email marketing systems supporting approximately 30,000 contacts, including newsletters, nurture campaigns, segmented communications, and automated workflows.
- Implemented Mailchimp and later supported the transition to Dynamics Customer Insights/Journeys, improving segmentation, lead-process visibility, touchpoints, and campaign management.
- Supported 50+ recruiting campaigns, 20 hiring events or job-fair initiatives, and thousands of recruiting assets across paid media, landing pages, social content, flyers, and campaign materials.
- Produced 800+ creative assets per year while completing an average of 10 creative requests per week across web, print, digital, social, email, presentations, reports, forms, and campaigns.
- Partnered across 8+ departments with approximately 20 executives, regional leaders, clinical teams, recruiting, operations, and marketing stakeholders.
- Managed 10–15 vendors, agencies, freelancers, printers, SEO partners, writers, and advertising partners supporting creative, web, content, campaign, and print execution.
- Owned final creative approval, brand standards, website standards, campaign QA, and consistency across high-volume output; developed four brand refreshes, style guides, or visual systems.
- Used AI tools daily for creative concepting, copy development, image workflows, campaign planning, and production, reducing creative production time by approximately 30%.

— ADDITIONAL
EXPERIENCE

03

Contract & Hospitality Design Work

SAN DIEGO, CA 2011 – 2016

Provided brand, print, menu, signage, and digital marketing support for hospitality businesses including Cafe Calabria, Plumeria, Chi, and Golden Dragon.

- Delivered menus, signage, identity, promotional materials, social media, and customer-facing brand systems for four restaurant clients.
- Created menu and logo work for Plumeria and established Meta and Google Business profiles for Plumeria, Chi, and Golden Dragon.

Education

UTAH STATE UNIVERSITY

Undergraduate Studies in Art, Graphic Design Emphasis
Completed 1999 · Additional Studies in Accounting,
Business, Economics & Norwegian

SAN DIEGO COMMUNITY COLLEGE

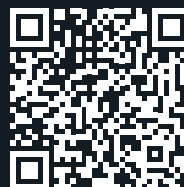
Professional Bakeshop Skills
Completed 2008

Technology & Platforms

- Adobe Creative Cloud
- Webflow
- Dynamics Customer Insights/Journeys
- Mailchimp
- Cognito Forms
- Google Analytics
- Google Ads
- Meta Ads
- LinkedIn Ads
- YouTube Advertising
- SEO/SEM Tools
- Website CMS Platforms
- AI Creative Tools
- Presentation Design

— START A CONVERSATION

Build what matters.



CONTACT

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Tell me what you are building and where the work needs to go. ➤