

JOE SAUSAMAN

MARKETING MANAGER / ART DIRECTOR



PROFESSIONAL EXPERIENCE


2021 - PRESENT **AmeriWound**
Digital Marketing Manager / Mayfield Heights, OH


- » Responsible for all marketing needs including website creation and management, omni-channel social media marketing, digital and print campaign execution, development of processes to target provider recruitment and business leads, and more.
- » Developed and implemented comprehensive digital marketing strategies such as targeted geolocated ads/campaigns that increased brand awareness and drove a 30% increase in website traffic within the first year.
- » Omni-channel social media management focused on lead generation, recruitment, and a cohesive brand experience by creating engaging content and executing targeted campaigns, resulting in a 35% growth in follower engagement and a 120% increase in provider job applications in 2024.
- » Optimized SEO that improved organic search rankings, leading to increased website visibility and a significant boost in lead generation and recruitment.
- » Collaborated with cross-functional teams including Regional Managers/Sales, Recruitment, and Executives to ensure alignment of marketing initiatives with business goals.
- » Managed PPC campaigns across Google Ads and social media platforms, achieving increased Skilled Nursing Facility clients and provider recruitment, while reducing the cost per acquisition.
- » Utilized analytics tools (e.g., Google Analytics, SEMrush) to track and measure campaign performance, providing actionable insights for continuous improvement.
- » Led email marketing campaigns with Constant Contact and Mailchimp and utilized Survey Monkey to creating, distribute, and analyze surveys, polls, and quizzes leading to more focused approaches to acquisition of clients and providers.


2015 - 2021 **The Impact Group**
Art Director / Hudson, OH

- » Oversee and direct design team, successfully manage marketing and communications needs for more than 30 clients every month, and manage client meetings.
- » Jointly increase sales every year for 6 years straight.
- » Launched dozens of brands and rebrands including municipalities, start-ups, businesses, DD boards, school districts, and more.
- » Created marketing materials for dozens of successful school and municipality levy campaigns.
- » Design, create, and maintain client websites.
- » Increase the success and visibility of client websites via SEO optimization with platforms such as Yoast, Hubspot, Google Analytics, and WooRank.
- » Proven lead generation through execution of sequenced eBlast/drip campaigns.
- » Collaborate in the design process from inception to rollout, offering solutions in layouts, themes, names, taglines, and more.

See a selection of recent work at jsausaman.com

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 jsausaman.com

 11 Meadowlawn Dr. Mentor OH

Education

The University of Akron

- Akron, OH

Bachelor of Fine Arts / May 2014

Major: BFA with a focus in Graphic Design

Green High School

- Green, OH

High School Diploma / 2004

Charitable Involvement

- » **Rayl Charities (since 2018)**
- Art Director, responsible for all design-related needs
- » **Do Good by Dan (since 2017)**
- Organize and host charity golf tournament every year in my brother Dan's memory
- » **HalloWin Race (since 2020)**
- Create all marketing materials for a charity 5k run every year

Awards

- » **The Communicator Awards**
- Award of Distinction for the rebrand of Mohr Stamping
- » **The Communicator Awards**
- Award of Distinction for Woodridge Local School Districts Quality Profile

Interests

 Physics

 Music

 Space

 Working Out

 Crypto

 Current Events