
JASON LANDRUM-VETTER

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SUMMARY

Seasoned project manager and marketing professional with over 15 years of experience across art direction, CPG, B2B/B2C marketing, and consumer advertising. Adept at overseeing project lifecycles, optimizing resources, and strategizing impactful campaigns. Most recently managed website development and agency processes at Ride Digital, with a proven track record of enhancing efficiency and reducing costs. Skilled in Adobe Creative Suite, project management tools, and website CMS platforms. Known for building strong client relationships and delivering high-quality results.

CORE PROFICIENCIES

- Project Management
- Marketing Strategy
- Resource Planning
- Budget Management
- Timeline Management
- Creative Direction
- Content Creation (Adobe Creative Suite)
- Data Analysis
- Process Optimization
- Cross-Functional Team Leadership
- Client Relationship Management
- Digital Media Management
- Vendor and Agency Coordination
- Strategic Communication
- Website Management (Squarespace, WordPress)

WORK EXPERIENCE

Ride Digital | Overland Park, KS

August 2023 to September 2024

Project Manager

As Project Manager, I led project planning and execution, ensuring timely delivery within scope and budget while coordinating cross-functional teams and optimizing resources.

- Coordinated cross-functional teams of up to 15 members, improving communication and collaboration, which enhanced overall project efficiency.
- Implemented and streamlined project approval processes, resulting in quicker approvals and faster project completion.
- Advanced project management software to enhance workflow visibility and tracking, leading to greater team productivity.
- Managed resource allocation for multiple projects, achieving cost savings while upholding high-quality standards.

Barkley | Kansas City, MO

June 2021 to June 2023

Resource Planner

April 2022 – June 2023

As Resource Planner, I implemented a standardization of the agency freelance roster, execution of resource allocation, and delivery of resources across departments, ensuring on-time delivery of campaign work across the agency.

- Managed the freelance roster and negotiations, resulting in approximately a 20% reduction in contract costs.
- Administered the freelance budget and delivered quarterly financial updates to C-Suite executives and senior managers, ensuring financial accuracy and oversight.
- Coordinated tactical resource planning by collaborating with management and internal department leads, enhancing resource allocation and project efficiency.
- Contributed as a DEIB Advisory Council Member (8/22-6/23), developing an online supplier setup process and advising on agency events and client campaigns.
- Facilitated the execution of key projects and initiatives, streamlining processes and optimizing team performance to meet organizational goals.

Project Manager

June 2021 to July 2022

As Project Manager, I directed project planning, execution, and delivery, ensuring alignment with objectives and budget while leading cross-functional teams and optimizing resource utilization.

- Executed multiple project deliverables with Brand Leadership, meeting strategic goals across healthcare, insurance, and fine dining.
- Managed all project phases—planning, creative, reviews, approval, and release—to ensure timely delivery.
- Maintained status documents and led weekly meetings, providing updates and ensuring project alignment.
- Partnered with Barkley Films and Barkley Media to achieve high-impact project outcomes.
- Enhanced project workflows and communication, improving efficiency and results across industries.

ReeceNichols Real Estate | Leawood, KS

October 2020 to April 2021

Marketing Manager

As Marketing Manager, I led marketing strategies and campaigns, coordinating execution and managing budgets to drive brand growth and achieve goals.

- Implemented a project management system, enhancing inter-departmental communication and removing reliance on third-party tools.
- Led the Ronald McDonald House Charities - KC partnership, achieving a successful 2021 launch of the Gold Key Project.
- Executed a \$15K internal promotion, generating 255 agent enrollments across four Ronald McDonald House Charities regions.
- Developed marketing tools and coordinated strategy for the Parisi Coffee partnership and product launch.
- Managed vendor relationships and directed creative and production processes, supporting successful project delivery and order fulfillment.

Stephens & Associates Advertising | Overland Park, KS

October 2016 to October 2020

Project Manager

August 2018 to October 2020

As Project Manager, I led project planning and execution, ensuring timely delivery and alignment with objectives by managing cross-functional teams and resources.

- Oversaw digital projects for clients like American Regent Animal Health and CareCredit, managing budgets, scopes, and timelines for website builds and content strategies.
- Managed production projects by setting pricing, overseeing capacity, ensuring quality control, and adhering to deadlines, ensuring timely and budget-compliant delivery.
- Directed team assignments and partner selection for pharmaceutical clients, including coordinating industry trade show participation to boost client presence.
- Monitored resource utilization and client profitability in collaboration with finance, optimizing project outcomes by identifying and incorporating freelance support.
- Coordinated with key clients, including Golf Course Superintendents of America Association and Merck Animal Health, to align project objectives and ensure successful execution

Account Executive

October 2016 to August 2018

As Account Executive, I managed client accounts, developed relationships, and ensured successful project execution to meet business objectives.

- Developed and maintained strong client relationships with CareCredit and Synchrony Financial through on-site visits and strategic account management.
- Prepared detailed creative briefs, project estimates, invoices, and strategy decks, ensuring accurate direction and billing.
- Coordinated project development and delivery by working closely with Production teams and PMs to meet all deadlines.
- Created and managed project trackers for effective monitoring and execution, enhancing overall project efficiency and client communication.
- Implemented strategic techniques and solutions for multiple accounts, including cosmetic, dental, healthcare, and veterinary sectors, driving successful project outcomes.

Client Services Specialist

As Client Services Specialist, I managed client relationships, resolved issues, and ensured satisfaction through effective communication and support.

- Collaborated with Account Managers to implement marketing strategies, improving campaign performance and increasing client engagement.
- Produced engaging client copy content, leading to higher conversion rates and enhanced client satisfaction.
- Tracked and assessed marketing metrics, resulting in a better ROI for client campaigns through data-driven strategy adjustments.
- Designed content and layouts for client annual reports, advertisements, and website materials, driving increased website traffic and higher ad click-through rates.
- Executed marketing plans with a focus on analytics, reducing marketing costs while boosting campaign effectiveness.

Vanguard Packaging, Inc | Kansas City, MO

August 2010 to June 2015

Marketing Associate & Graphic Designer

As a Marketing Associate & Graphic Designer, I crafted marketing strategies and designed content to boost client engagement and campaign effectiveness.

- Developed and implemented Walmart Comprehensive Display Style Guides, including strategy, content, and layout, which led to improved brand consistency and successful collaboration with key executives.
- Attracted numerous clients by creating visual and written content such as ads, presentations, catalogs, and websites, resulting in increased business opportunities.
- Designed and executed the content and layout for vanguardpkg.com, including a mobile version, enhancing the user experience and boosting online engagement.
- Produced compelling marketing materials for high-profile clients like Hallmark, PepsiCo, and The Coca-Cola Company, contributing to stronger brand presence and client satisfaction.
- Collaborated with developers and stakeholders to ensure the successful delivery of marketing projects, achieving high-quality outcomes and meeting client expectations.

EDUCATION

- **Pittsburg State University Bachelor of Business Administration (Marketing) - May 2010**
- **Bachelor of Science in Technology (Graphic Design) - December 2010**