

JO MAHAN

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PROFESSIONAL SUMMARY

Marketing operations leader with 15+ years of experience building and scaling multi-channel digital programs across email, web, and social. Expert in high-volume campaign execution, audience segmentation, and performance optimization through data-driven strategy. Proven ability to lead cross-functional teams, streamline workflows, and drive measurable engagement at scale across complex organizations.

PROFESSIONAL EXPERIENCE

Associate Director of Digital Marketing

May 2025 – Present

Kennesaw State University — Kennesaw, GA

10-year tenure · Progressive advancement from Project Manager to Associate Director

- Lead marketing operations strategy for the Administration & Finance division, overseeing email, web, and social channels across 20+ departments and 25+ websites serving 60,000+ students.
- Manage a contact database of 100K+ subscribers; in 2025, executed 479 email campaigns totaling 1.1M sends with an average open rate of 44% — more than double the 21.5% industry benchmark.
- Direct HTML email production using Beefree and Constant Contact, implementing dynamic content, segmentation, and performance-driven optimization across all sends.
- Oversee website strategy across 25+ properties, including CMS migrations, SEO improvements, accessibility compliance, and API integrations with third-party systems.
- Manage and mentor a Web and Digital Strategy Specialist and a Social Media Specialist, ensuring consistent, high-quality execution across all digital channels.
- Analyze KPIs across email, web, and social platforms using Google Analytics and platform-native dashboards to surface actionable insights and inform strategy.

Digital Marketing Manager

Jan 2023 – Apr 2025

Kennesaw State University — Kennesaw, GA

- Delivered 576 digital marketing projects in FY 2024 with a two-person team, managing intake, prioritization, execution, and reporting through Trello-based project workflows.
- Increased email open rates by 132% through systematic A/B testing, audience segmentation, and content personalization.
- Centralized student-facing email communications, eliminating duplication and improving deliverability and engagement metrics institution-wide.

- Managed digital marketing budgets and optimized spend allocation to maximize ROI across paid and owned channels.
- Maintained website accessibility and compliance standards across all departmental properties, conducting regular audits and coordinating remediation.

Marketing and Communications Specialist

Nov 2021 – Dec 2022

Kennesaw State University — Kennesaw, GA

- Managed integrated marketing campaigns for KSU Retail Services (bookstore and dining), coordinating across digital, print, and event channels.
- Developed content strategies incorporating interactive and multimedia formats to drive brand engagement and audience growth.
- Tracked and analyzed campaign performance metrics, iterating on strategy to improve results and audience reach.

Program Manager

Aug 2019 – Nov 2021

Cox Family Enterprise Center, Kennesaw State University — Kennesaw, GA

- Led a full rebranding initiative encompassing email campaigns, social content, marketing collateral, and web copy.
- Managed corporate events for audiences of 300+, overseeing planning, marketing, logistics, and stakeholder engagement.
- Produced newsletters, press releases, and communications materials to support brand visibility and stakeholder engagement.

Project Manager, Digital Marketing

Jun 2016 – Aug 2019

Kennesaw State University — Kennesaw, GA

- Managed end-to-end digital marketing projects spanning design, video production, social media, email, and web — consistently delivering on time and under budget.
- Built and maintained relationships with internal stakeholders, vendors, and higher education partners to advance institutional initiatives.

eCommerce Manager

Feb 2014 – Jun 2016

CabinetCorp — Kennesaw, GA

- Led full development and launch of two eCommerce websites, owning branding, design, and digital marketing strategy end to end.
- Drove online sales growth through SEO/UX optimization, product launch campaigns, email newsletters, and social campaigns.

Senior Account Manager

Aug 2010 – Jan 2014

EYStudios, Inc.

- Managed eCommerce website redesigns for 80+ active clients, including Inc. 5000 and Internet Retailer Top 500 companies.
- Delivered digital strategy, design consultation, and project management to grow client online presence and ROI.

TECHNICAL SKILLS & COMPETENCIES

- **Marketing & Automation:** Constant Contact, HubSpot, Really Good Emails
 - **Analytics & SEO:** Google Analytics, SEMrush, A/B Testing, Conversion Optimization
 - **CMS Platforms:** Omni CMS, WordPress, Drupal
 - **Operations:** CRM & Database Management (100K+), Project Management (Asana, Monday, Trello)
 - **Creative:** Adobe Creative Suite, Canva
 - **AI & Emerging Tools:** Claude, Claude Code, ChatGPT, Gemini, Perplexity
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EDUCATION & CERTIFICATIONS

- **Master of Education**, Higher Education Administration – Georgia Southern University
 - **Bachelor of Science**, Communication – Kennesaw State University
 - **Certifications:** Digital Marketing Professional Specialist Certificate – University of Georgia, Google Analytics, HubSpot Email Marketing
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AWARDS

- First Place, Email Marketing – ACUHO-I Housing Marketing Awards (2024)
- Teamwork & Leadership Award – Kennesaw State University (2019)