

JASON JOHNSTON

2504 Sutton Blvd | St. Louis, MO 63143

314-954-8060 | Jsn63109@gmail.com

MARKETING & BUSINESS DEVELOPMENT EXECUTIVE

Strategic and forward-thinking marketing executive with 20+ years of leadership experience driving brand innovation, audience engagement, and revenue growth across healthcare, hospitality, gaming, entertainment, retail, food & beverage, and nonprofit sectors. Demonstrated success in designing and executing enterprise-level campaigns, building omnichannel ecosystems, and aligning brand strategies with high-level business goals. Known for cultivating collaborative cultures, championing digital transformation, and delivering scalable, data-driven marketing solutions.

PROFESSIONAL EXPERIENCE

Director of Marketing & Business Development
St. Elizabeth's Adult Day Care Centers | St. Louis, MO
July 2024 – Present

Currently overseeing enterprise-wide marketing, advertising, branding, outreach, business development, and digital transformation for a multi-site adult day care organization. Responsible for driving community engagement, enrollment growth, and mission-focused communications through integrated campaigns, cross-platform media strategies, and data-informed decision-making.

- Lead overarching marketing vision for multiple care centers, integrating digital, traditional, and community-based strategies to increase awareness, referrals, and enrollments.
- Amplified brand reach and public trust through robust PR campaigns, targeted outreach initiatives, and media engagement.
- Partnered with external agencies and internal stakeholders to execute high-impact campaigns with consistent brand messaging and measurable ROI.
- Delivered a 3x increase in website traffic and unique visitors through advanced SEO, SEM, and paid media strategies.
- Launched CRM-enabled lead management and marketing automation workflows, boosting inquiry-to-enrollment conversion rates.

- Oversaw cross-channel media strategies (web, email, direct mail, print, OOH, TV, radio, social), reinforcing brand leadership in regional markets.
- Developed caregiver-focused web content hubs including interactive blogs, support tools, and events pages to foster retention and trust.
- Managed marketing budgets and P&L with precision, ensuring fiscal responsibility and revenue-focused campaign planning.

Principal Consultant, Marketing & Advertising
Johnston + Eicher | St. Louis, MO
October 2020 – June 2024

Strategic marketing and advertising consultant leading cross-functional teams in the development and execution of high-impact initiatives for clients across the healthcare, entertainment, hospitality, legal, retail, and gaming sectors. Served as both strategic lead and hands-on marketing architect, guiding clients through discovery, planning, and execution phases to solve complex business challenges and generate meaningful ROI.

- Acted as the primary point of contact for client engagements, building trusted relationships and delivering bespoke marketing and advertising solutions aligned with business objectives.
- Led strategic consulting projects from proposal through implementation—identifying client needs, diagnosing key issues, and developing tailored, results-oriented strategies.
- Directed end-to-end campaign lifecycles include market research, content strategy, creative execution, media planning, and performance analysis.
- Oversaw digital marketing initiatives including SEO/SEM, paid media, website development, and social media optimization to increase brand visibility and lead generation.
- Delivered thought leadership on digital transformation, branding, and integrated marketing strategy, advising clients on evolving trends, consumer behavior, and market positioning.
- Supervised and mentored project teams, junior marketers, and creative staff to ensure project excellence, timely delivery, and ongoing team development.
- Conducted in-depth performance monitoring, data analysis, and reporting—translating marketing KPIs into actionable business insights for stakeholders.
- Managed project budgets and timelines with precision, ensuring profitability and alignment with client expectations.

- Actively contributed to firm-wide business development through pitch creation, stakeholder presentations, and relationship expansion.

Regional Corporate Marketing Manager – Midwest Region
PENN Entertainment / Pinnacle Entertainment | St. Louis, MO
2018 – 2020

Oversaw multi-casino property marketing and brand strategy for leading entertainment venues in the Midwest region. Led large-scale promotional campaigns, loyalty marketing, and digital initiatives to increase guest traffic, brand affinity, and revenue performance in a highly competitive gaming and hospitality market.

- Led marketing operations for multiple properties including Hollywood Casino & Hotel and River City Casino & Hotel, managing all branding, digital, advertising, public relations, national entertainment, and sponsorship initiatives.
- Executed loyalty-driven, event-based, and promotional campaigns, contributing to measurable gains in guest engagement and profitability.
- Directed agency partnerships, ensuring campaign execution met performance benchmarks and aligned with corporate objectives.
- Oversaw multi-million-dollar budgets, achieving consistent overperformance on revenue-driving KPIs.

Corporate Marketing & Advertising Manager
Pinnacle Entertainment | St. Louis, MO & Las Vegas, NV
2010 – 2018

Served as corporate marketing lead for major casino resorts, managing all facets of advertising, digital strategy, creative operations, and brand development. Focused on elevating guest experience through immersive campaigns and strategic sponsorships, while also driving efficiencies through in-house agency leadership and innovation.

- Orchestrated integrated marketing efforts across three premier casino resorts, overseeing creative, branding, digital, and media strategy.
- Launched successful rebranding campaigns and digital platforms, including full website redesigns and mobile-first content strategies.
- Built and led an internal creative agency, reducing external production costs by \$2M annually while enhancing campaign agility and output.
- Initiated innovative digital programs including SMS marketing and mobile promotions to increase real-time engagement.

- Developed and managed high-profile sponsorships with NFL, NHL, MLB, and the City of St. Louis, aligning brand presence with influential regional events.
- Played a lead role in M&A marketing integrations, ensuring smooth brand transitions during acquisitions.

Marketing & Special Events Manager

Casino Queen & Hotel (DraftKings) | St. Louis, MO

2000 – 2010

- Directed special event strategy and guest promotions to support business growth and loyalty in a competitive hospitality market.
- Oversaw coordination of high-profile entertainment, experiential activations, and seasonal promotional programming.

Marketing Specialist

Merv Griffin Enterprises / Players Island Casino | St. Louis, MO

1998 – 2000

- Supported campaign rollouts, guest engagement strategies, and branding efforts for the casino's early growth phase.

CORE COMPETENCIES

- Executive Marketing Leadership
- Integrated Campaign Planning
- Brand Strategy & Identity Development
- Digital Marketing & Web Strategy
- PR & Strategic Communications
- CRM & Lifecycle Marketing
- Cross-Functional Team Leadership
- Sponsorships & Partnerships
- Data Analytics & Marketing ROI
- Budget Oversight & P&L Management
- M&A Marketing Integration
- Healthcare & Regulated Industries Expertise