

Jason Johnston

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Marketing & Enrollment Executive | Strategic Brand & Growth Leader

Dynamic and forward-thinking marketing executive with 20+ years of leadership experience driving growth, engagement, and digital transformation across healthcare, hospitality, gaming, entertainment, retail, and nonprofit sectors. Proven success in brand innovation, audience expansion, and data-driven decision-making. Known for building collaborative cultures, executing omnichannel campaigns, and aligning marketing strategies with organizational goals.

Career Highlights

- Transformed marketing and enrollment operations at St. Elizabeth's Adult Day Care Centers by integrating digital automation, analytics, and community-driven engagement—driving measurable growth and brand recognition across multiple locations.
- Built and led multi-disciplinary marketing teams across healthcare, entertainment, and hospitality sectors—championing collaboration, innovation, and digital transformation.
- Directed award-winning rebranding and campaign launches that elevated organizational visibility and customer loyalty in competitive markets.
- Orchestrated high-profile partnerships and sponsorships with major sports and entertainment brands, enhancing corporate visibility and community trust.
- Delivered sustained revenue growth and efficiency gains through a balance of creativity, fiscal discipline, and data-driven decision-making.

Professional Experience

Director of Enrollment & Marketing

St. Elizabeth's Adult Day Care Centers – St. Louis, MO | July 2024 – Present

- Lead enterprise-wide marketing, enrollment, advertising, and community engagement strategies across multiple care centers.
- Drive growth through integrated omni-channel campaigns and data-informed outreach.
- Oversee PR, communications, and digital transformation initiatives.
- Increased website traffic and unique visitors through advanced SEO, SEM, and paid media campaigns.
- Implemented CRM-enabled lead management and automation workflows to improve inquiry-to-enrollment conversion rates.

- Develop caregiver-focused content, digital events, and retention programs to strengthen brand loyalty.
- Manage marketing budgets and P&L, ensuring ROI-positive outcomes.

Principal Consultant, Marketing & Advertising

Johnston + Eicher – St. Louis, MO | October 2020 – June 2024

- Led cross-functional teams in strategic marketing consulting for clients in healthcare, legal, retail, hospitality, and entertainment.
- Oversaw digital transformation, branding, content strategy, and paid media optimization.
- Delivered full-cycle marketing campaigns from market research to performance analytics.
- Provided executive-level strategy on evolving trends and audience behavior.
- Managed budgets, timelines, and KPIs to ensure profitability and client satisfaction.

Regional Corporate Marketing Manager – Midwest Region

PENN Entertainment / Pinnacle Entertainment – St. Louis, MO | 2018 – 2020

- Directed regional marketing and brand strategy across multiple casino and hotel properties.
- Managed corporate communications, sponsorships, entertainment, and digital campaigns.
- Drove loyalty and revenue through data-backed promotions and experiential campaigns.
- Managed multi-million-dollar budgets, exceeding performance benchmarks.

Corporate Marketing & Advertising Manager

Pinnacle Entertainment – St. Louis, MO & Las Vegas, NV | 2010 – 2018

- Oversaw corporate-level marketing, branding, and digital strategy for major casino resorts.
- Launched multiple rebranding campaigns and digital initiatives, including mobile-first websites.
- Founded an in-house creative agency, cutting external costs by \$2M annually.
- Managed sponsorships with major sports organizations (NFL, NHL, MLB).
- Led marketing integration during mergers and acquisitions.

Marketing & Special Events Manager

Casino Queen & Hotel (DraftKings) – St. Louis, MO | 2000 – 2010

- Directed PR, communications, and special events to drive guest engagement and loyalty.
- Partnered with agencies on brand and event execution to strengthen market positioning.

Marketing Specialist

Merv Griffin Enterprises / Players Island Casino – St. Louis, MO | 1998 – 2000

- Supported early-stage branding, campaigns, and promotions for market expansion.

Core Competencies

Executive Marketing Leadership, Brand & Growth Strategy, Omnichannel Campaign Development, Digital Marketing (SEO, SEM, Email, Social), PR & Strategic Communications, CRM / Marketing Automation, Data Analytics & ROI Optimization, Sponsorships & Partnerships, Budgeting & P&L Management, Healthcare & Regulated Industries Expertise

Technical Skills

HubSpot | Google Ads | Google Analytics | SEMrush | Meta Ads | Microsoft Office 365 | Adobe Creative Suite | CRM & CMS Platforms (Salesforce, HubSpot, WordPress)