



# JANET ZHOU-WILT

*Creative Leader and  
Relationship Builder*

📍 Gilbert AZ

📞 480-332-5709

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## Skills

### Presentation



*Executive Presentations & Pitches*

### Creative Software



*Full Adobe Suite (Photoshop, Illustrator, InDesign, Premiere, AfterEffects, Rush), Canva*

### Microsoft Office



*Word, Excel, Powerpoint, Teams, Planner*

### Paid Media Advertising & Planning



*Google Search, Meta, LinkedIn, YouTube, X (Twitter), TikTok, Snapchat, Influencers*

### CMS



*WordPress, Umbraco, Wix, Jenzabar*

### Project Management Software



*Trello, Asana, Jira, Wrike, Basecamp, Google Suite, Microsoft Suite, Frame.io*

### CRM & Marketing Automation



*Salesforce, Pardot, HubSpot, Fishbowl, Punchh, Raiser's Edge*

### Mandarin Chinese



*Native Speaker Conversational Fluency*

## EDUCATION

### Brooks Institute of Photography

*Santa Barbara, CA*

June 2005 - Apr 2008

Bachelor's Degree

Major: Commercial Photography

Minor: Digital Imaging

## ABOUT JANET

A knowledge and data fanatic who enjoys solving challenges with scalable and engaging solutions. My leadership goal is to cultivate and foster a brave space for team members' creativity to flourish and champion their unique voices and experiences. A detail-oriented and equity-minded forward-thinker, I am looking to work alongside industry thought leaders who are actively creating positive change in the lives of others.

## Professional Experience

May 2019 -

### Director of Marketing & Growth

Current

### Sonoran University of Health Sciences

Led a 6-person in-house marketing team to deliver impactful campaigns for 8 institutional business units ranging from higher education, healthcare, nonprofit fundraising, retail, and product development.

Managed a \$1.5 million dollar budget and created all marketing strategies including comprehensive marketing calendars and campaigns, brand identity, paid and organic media, and outreach and influencer marketing.

**Project Highlight: Multi-year and multi-million dollar University name-change to rebrand Southwest College of Naturopathic Medicine & Health Sciences (SCNM) into a "University with Impact."**

As the chief strategist and project lead for a million-dollar college-to-university rebranding, I developed the new University brand and identity. In collaboration with the Chief of Staff, Board of Trustees, and Executive Council, I led all communication and marketing efforts and created engagement with staff and students to inspire them to act as brand champions.

Directed and produced a series of videos chronicling the history, key pillars, and future goals of the University. These videos were strategically released over the course of four months and in concert with blogs and social media posts to amplify brand energy.

Since launching in September 2022, the new University name has increased programmatic offering interest, expansion into product offerings, research opportunities within health and wellness industries, and earned support from new donors and partners.

**Awards:** American Graphic Design 2022 - Logo Design Winner, Indigo Design Awards 2023 - Gold Winner, Education for Social Change, Brand Identity

### Other Duties:

- Nurture and grow all members within the Marketing department and cross-train marketing liaisons within individual business units on basic day-to-day marketing functions.
- Overseeing all projects for business unit entities under the University umbrella including College of Naturopathic Medicine, College of Nutrition, Patient Care (Medical Center, Neil Riordan Center for Regenerative Medicine, and Medicinary), Sage Foundation for Health, and Ric Scalzo Institute for Botanical Research.
- Oversee all design and content creation including advertising, social media, blog posts, and podcasts.
- Reshape social media presence to focus on student experience and create an engaging and inclusive platform for students to build a stronger relationship with the University brand.
- Work directly with the Development department to build strong relationships with donors and create meaningful and inspiring philanthropic opportunities.
- Design and innovate digital communications, including email marketing, for all business units using data-informed decisions to make impactful change for end-user accessibility and equity.
- Collaborate and develop relationships with businesses, nonprofit organizations, and public sector groups to create mutually-beneficial partnerships for organizations and the community.
- Leading PR initiatives that garnered over 300 pick-ups and placements across local and national publications and channels in one calendar year.
- Redesign and modernize all websites (sonoran.edu, patients.sonoran.edu, and sage.sonoran.edu) with accessibility-first mentality and three web experiences led by specific end-user needs while staying within the same brand umbrella.

Mar 2012 -

### Creative Director

April 2019

### ARC Group, Inc

Led all creative and brand identity including design for national marketing campaigns for multi-unit franchises. Supported the franchise system and individual franchise units in all national and local marketing efforts. Created and maintained brand style guides.

- Utilizing a \$1.4 million National Advertising/Marketing Fund: Collaborated with the Operations team to create and implement local store marketing campaigns with franchisees, area developers, general managers, and marketing teams in different markets on a daily basis.

## References

Katie Winterhalter  
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Bernadette Paley  
bmpaley@gmail.com

Paul Collins  
paulrcollins@hotmail.com

- Used varied disciplines and executions of creative pedagogy to communicate new programs, upcoming national marketing, and implementation expectations to achieve maximum adoption in a multi-generational franchise system.
- Directed, wrote, and produced broadcast TV & radio branding spots. Planned, cast, and direct all photoshoots, including: food/beverage, promotional materials, retail calendar - focusing on high-appetite appeal, engender a sense of belonging for viewers, and entice guests from target demographic segments.
- Champion brand identity to reach new audiences and create a more inclusive representation of staff and guests.
- Redesigned brand websites to provide a modernized and easy-to-use site for all guests and individual franchise users. Continuously assessed, updated SEO, and created a seamless experience between brand websites and the individual franchise location pages, that extended to in-person within the four walls of the restaurant.
- Assessed newly acquired brands and created individual strategic design plans and goals in order to evolve and modernize.
- Designed and launched a loyalty app within 3 months that was designed to convert email list guests into active brand users and drive guest counts.
- Negotiated and leveraged vendor partnerships to create revenue generating programming for all parties - partnerships included alcohol, food, sports leagues, and retail brands.
- Expanded franchise print production system to give all franchisees access to any marketing tools they may need to increase their revenue with a full system with "controlled flexibility" templates (print, digital, and broadcast) for customization while still maintaining proper branding guidelines.

May 2008 -  
Feb 2012

### Producer & Studio Manager

#### Jeff Newton Photography

Served as producer, studio manager, retoucher, and digital technician for a commercial and advertising photographer.

- Coordinated and prepared photo and video shoots.
- Created production books including shot lists, schedules, and location information.
- Managed day-to-day operations.
- Created advertising and promotional mailers along with a yearly schedule for maximum exposure.
- Established a visual brand for the business including: logo, branded document templates, standardized layouts.
- Fielded client relations: ad agencies, modeling agencies, celebrities, agents, etc.
- Managed and lead two interns with individualized daily, weekly and monthly tasks.
- Retouching of all images including: conception and creation of composite and rendered images, photo manipulation, and quick on-set reference composites.
- Maintained and troubleshooted all computer and camera systems for optimum performance and results.
- Created a digital asset management (DAM) workflow to ensure safe backup, easy access, and logs for all files and file systems.

2008 - 2015

### Speech and Debate Coach

#### McClintock High School Speech and Debate

- Work with high school students to improve their public speaking, stage performance, and writing skills.  
Teach students critical thinking, problem solving, use of critiques for growth, peer-to-peer communication, and analysis of literature.
- Foster confidence and positive competitive spirit in teens.
- Coached two competitors who placed in the National Speech & Debate tournament.  
Events: Extemporaneous Commentary and Dramatic Interpretation

2010 - 2014

### 501(c)3 Nonprofit - Vice President & Chinese Cultural Director

#### Arizona Asian American Association

- Address concerns in the community, find solutions, and support efforts to make positive and impactful changes.
- Make meaningful connections across all groups within the Asian diaspora in Arizona.
- Host the annual Asian Festival featuring opportunities for Arizonans to experience multi-cultural performances and learn about various Asian cultures.