

Justin Mays

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SUMMARY

Account management and marketing professional with experience project managing high-volume creative work, influencer campaigns, and social commerce initiatives across automotive, wellness, and technology accounts. Skilled at translating client needs into clear briefs, workflows, and deliverables while using AI tools to improve speed, organization, and execution. Known for building strong relationships, keeping cross-functional teams aligned, and turning creative ideas into measurable brand and business impact.

SKILLS

Workflow Optimization	Campaign Strategy & Execution	Leadership
Developing AI Tools	Multi Project Management	Account Growth
Monday.com	Templatizing Workflows	Asana

PROFESSIONAL EXPERIENCE

JD Sports, Remote Aug 2026 - Present

Freelance Creative Project Manager

- Manage 9 concurrent creative projects encompassing 100+ deliverables for brands including Nike, adidas, PUMA, and Birkenstock, overseeing work from intake through final delivery.
- Support in-house design, motion, and production teams across a broader 58-brand portfolio by organizing briefs, timelines, priorities, and approvals.
- Coordinate team capacity and scheduling to balance workloads and keep projects moving as business needs and deadlines shift.
- Serve as the central liaison between creative teams and stakeholders across brand, retail, digital, social, and paid media.

Collier Simon, Remote Jan 2025 - May 2026

Account Executive | Group 1 Automotive Account

- Managed high-volume creative operations for the Group 1 Automotive account, supporting 150+ dealerships across multiple U.S. markets and 8 market contacts.
- Owned 50+ creative projects per month across display, web, print, video, and radio, ensuring timely delivery of OEM-compliant assets for brands including BMW, Mercedes-Benz, Audi, Lexus, and others.
- Translated unclear client requests into clear briefs, timelines, deliverables, and internal next steps for creative, copy, client services, and production teams.
- Built repeatable AI prompts, workflow templates, and automations that reduced project setup time from approximately 45 minutes to 10 to 15 minutes.
- Helped launch the agency's first AI Studio, enabling monthly campaign videos to go live in-market 3x faster across Houston and San Antonio markets.
- Maintained close to 100% on-time delivery while QA'ing weekly creative assets for pricing, offers, disclaimers, OEM guidelines, design accuracy, and client standards.

NevoSolutions, Remote May 2023 - Jan 2025

Influencer & Social Media Marketing Coordinator | Water and Wellness account

- Launched Water and Wellness' TikTok Shop presence, helping transform social content and influencer partnerships into a direct sales channel for the brand.
- Generated \$2,500+ in direct product sales through influencer, UGC, and TikTok Shop-driven campaigns while growing the brand's social following to 10K+.
- Built a pipeline of 100+ macro, micro, and nano influencers, managing outreach, vetting, relationship coordination, and campaign execution.
- Developed content calendars and platform-specific social strategies that increased engagement, improved product visibility, and supported ecommerce growth.
- Analyzed campaign performance across clicks, conversions, engagement, and creator output to optimize future partnerships and audience targeting.

**UNIVERSITY OF MISSOURI | BACHELORS IN JOURNALISM WITH AN EMPHASIS IN
STRATEGIC COMMUNICATION | AUG 2020 - MAY 2024 | DEANS HONOR ROLL STUDENT**