

JASON KRUGER

MARKETING | COMMUNICATIONS | STRATEGY

CONTACT

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SKILLS

Strategic Communications
Marketing Strategy
Project Management
Content Development
Stakeholder Engagement
Digital Marketing
Brand Management

PROGRAMS

CampMinder
HubSpot
Google Analytics & Workspace
Meta Business Suite
Canva Pro & CapCut
Mailchimp
Adobe Suite

EDUCATION

**Texas A&M University -
Central Texas**
BBA in Marketing
Magna Cum Laude

PROFESSIONAL OVERVIEW

Camp marketing and communications leader with a decade of experience advancing mission-driven organizations through strategic storytelling, brand development, stakeholder engagement, and cross-functional growth. Passionate about the transformational impact of camp and committed to helping organizations grow participation, strengthen relationships, and communicate with clarity and purpose. Experienced in collaborating with teams, vendors, and partners to advance organizational goals and foster meaningful connections and outcomes.

WORK EXPERIENCE

Director of Marketing — Camp Cho-Yeh

Livingston, Texas | August 2024 – Present

- Lead integrated marketing and communications strategy supporting a summer camp ministry serving approximately 5,500+ campers annually and thousands of stakeholders.
- Develop and execute multi-channel campaigns across email, web, print, social media, video, and digital advertising.
- Direct social media strategy and content initiatives, guiding storytelling that engaged a combined audience of more than 38,000 followers across Facebook and Instagram.
- Manage and produce 200+ marketing projects annually, ensuring consistent brand standards and timely delivery across departments.
- Support recruitment and retention efforts contributing to 5,500 camper registrations annually and year-over-year enrollment growth of 7%.
- Collaborate with leadership, operations, advancement, and program teams to align messaging and strengthen stakeholder engagement.
- Direct relationships with 20+ external vendors, photographers, designers, and production partners, overseeing an annual budget of <\$1M.
- Produce email campaigns reaching 10,000+ subscribers, achieving average open rates of 30-40%.
- Generate photo, video, and written content that communicates the transformational impact of camp and strengthens engagement among campers, parents, donors, and alumni.
- Analyze campaign performance and audience behavior using digital analytics to improve communication effectiveness and maximize return on investment.
- Contribute to organizational growth resulting in 4+ consecutive years of increased enrollment.

Manager of Marketing — CEFCO

Temple, Texas | 2022 – 2023

- Directed multi-channel marketing initiatives supporting 150+ retail locations across six states, strengthening brand consistency and customer engagement.
- Oversaw integrated campaigns across digital, email, SMS, radio, billboard, in-store audio, and print channels.
- Partnered with cross-functional teams and external agencies to execute marketing strategies, manage projects, and ensure timely delivery of promotional campaigns.
- Coordinated initiatives with operations, merchandising, and executive leadership to ensure consistent messaging and successful campaign execution across multiple markets.

OTHER EXPERIENCE

- Marketing Associate | State Farm | 2021-2023
- Teacher & Coach | Belton ISD & New Caney ISD | 2019-2022
- Youth Ministry Leader | Various Organizations | 2014-2017