

JAY M. FENSTER

career@jayfenster.com • <http://jayfenster.com>

CASINO MARKETING

Relationship & Loyalty Marketing Executive

With **over 10 years professional marketing experience** and over 15 years experience as a professional travel writer, I have the tools necessary to craft and execute marketing programs that will drive **increased visitation, increased play, increased loyalty and increased profits**. I have successfully developed and executed segmented **direct mail, email and social marketing campaigns** for local, regional and national players from retail to VIP level, as well as FIT travelers. I have been **personally mentored by John Romero**, casino marketing lecturer and author, throughout my gaming career.

CORE COMPETENCIES

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| • Direct Mail Marketing | • Email Marketing | • Social Marketing |
| • Emerging & New Media | • Competitor & Customer Analyses | • Branding |
| • Players Clubs/Loyalty Programs | • Promotions/Special Events | • VIP Marketing |
| • Copywriting | • Advertising | • Mobile Marketing |
| • Public Relations | • Project Management | • Content Management |
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SELECTED CAREER HIGHLIGHTS

- **Wrote all web content, direct marketing materials and communications** for new, loyal and inactive players, FIT travelers, locals and niche markets for Caesars Palace, Paris Las Vegas, Rio All-Suite Hotel & Casino, Bally's Las Vegas, Flamingo Las Vegas, Harrah's Las Vegas, Imperial Palace Las Vegas, Bill's Gamblin' Hall & Saloon, O'Sheas Casino and Harrah's Laughlin.
- **Significantly increased offer redemption, outlet business and campaign profitability** after taking over the project management of a monthly loyalty program for local players. The campaign's performance was driven by improved, more customer-focused content, with process improvements driving significant time and cost savings.
- **Drove market-leading GGR, occupancy rates, profit and growth in good and bad economic times** by writing effective, inspiring direct mail and email campaigns for new, loyal and inactive players at ten Nevada casinos, using multiple segmentation strategies to deliver targeted messaging to each.
- **Wrote detailed, timely and solution-oriented strategic white papers** on important topics such as marketing to locals, leveraging and monetizing social marketing (Twitter, Facebook, etc.) and responding to high gas prices.
- **Created a 24-page Commemorative Special Section in the *Las Vegas Review-Journal*** celebrating the 40th anniversary of Caesars Palace.
- **Developed a comprehensive brand profile** for Imperial Palace Las Vegas following its integration into Harrah's Total Rewards portfolio.
- **Winner, 2009 Silver Romero Award** for excellence in casino marketing, for Flamingo Las Vegas' "Go Get Wet" email campaign.
- **Wrote executive briefs** on slot denomination hold, mix and migration patterns, paperless marketing, best practices in social marketing and additional highly specialized topics.
- **Four-time winner, Dennis Conrad's Best Casino Promotions of 2008 and 2009** at Casino Marketing conferences. Honored for VIP marketing, entertainment and special event campaigns.

OVER 10 YEARS OF PROFESSIONAL EXPERIENCE

Harrah's Entertainment, Las Vegas, NV

May 2006 – Present

Relationship Marketing Executive – Southern Nevada Region

- Wrote all marketing communications for ten diverse Nevada casinos.
- Actively participated in strategy meetings with property and regional marketing leadership.
- Served on corporate task force on social marketing, participating in development of Facebook applications and Twitter feeds.
- Developed expertise in full customer life cycle and marketing campaigns aimed at every type of customer, including VIPs, new players, inactives, locals, leisure travelers and meeting planners.
- Simultaneously managed numerous projects and adapted priorities proactively to ensure on-time delivery of entire workload.
- Studied industry and market conditions plus customer feedback, communicating vital developments and crucial issues to teammates.
- Gained comprehensive understanding of psychology, sociology and emotion that drive gamblers in order to craft more effective copy and messaging.
- Attended 2006-2009 Casino Marketing Conferences, Player Development Summits and Global Gaming Expo seminars, conferences and exhibits, subsequently prepared and presented detailed reports on emerging technology and trends including server-based and downloadable gaming, RFID and emerging media.
- Interacted broadly with casino marketing, special event, promotion, advertising and public relations functions.
- Created and presented innovative ideas for strengthening customer loyalty, increasing trips and action, leveraging technological advances, utilizing collected data and generating leads online.

Meridian KSI, Chantilly, VA

August 2001 – February 2006

Strategic Marketing Manager

- Directly and indirectly drove and supported sales, with double digit growth each year – 27% in FY 2002 and 40% in FY 2003.
- Managed all marketing projects and tasks including advertising, collateral, tradeshow, publicity, event planning and more. Executed many of those with \$250,000 annual budget but minimal human support, frequently functioning as a one-man marketing department.
- Maintained vendor relationships, managed creative personnel and consultants.
- Developed and executed a comprehensive branding strategy, creating an extremely powerful and accessible key message.
- Managed full-day users' conference attended by nearly 200 personnel representing Meridian and over 40 of its clients. Managed and executed full life cycle of project.

Open Road Publishing, Cold Spring Harbor, NY

March 1994 – January 2008

Author, "Best of Las Vegas," "Disney World with Kids," "Walt Disney World Guide" & More

- Wrote two editions of Las Vegas travel guide and seven editions of three Orlando/Disney guides; over 25,000 copies are now in print.
- Established extensive expertise in needs, desires and behavior of specific traveler cohorts, especially leisure/frequent independent travelers.

EDUCATION & TRAINING

Bachelor of Science, Commerce (Concentrations in Marketing & Management)

McIntire School of Commerce, University of Virginia, 1999

Direct marketing training • VIP marketing training • Personally mentored by John Romero
