



# JAMIE HENDERSON

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## OBJECTIVE

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Strategic and results-driven professional with a proven track record of transforming underperforming organizations into top revenue producers. Possessing over 19 years of leadership experience, I excel in improving customer relationships, coordinating workflow and processes, and driving business growth through effective team management. Skilled in communication, problem-solving, and team building, I am committed to fostering a culture of trust and mutual respect while aligning with company visions for success.

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## EXPERIENCE

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### **Beta Blue Digital**

Senior Director and Co-CEO | 2021 – Present

Analyzed and interpreted key metrics to evaluate program effectiveness and identify areas for improvement. Contributed to business growth through strategic planning and process enhancement. Implemented successful B2B sales strategies to increase revenue and drive sales from lead generation to closing. Utilized proactive management techniques and improved sales training to enhance sales performance and profitability. Managed company marketing efforts, including social media, website, and monthly mailers. Collaborated with department heads and accountants on budget planning and allocation. Ensured compliance with policies and regulations to impact the company's bottom line. Prioritized resources to meet business objectives and provided support to department supervisors in achieving organizational goals. Led initiatives to optimize performance, profitability, and identify growth opportunities. Implemented operational improvements to streamline processes and enhance organizational efficiency. Played a role in managing composers and negotiating licensing agreements.

### **Pink Satchel Consulting**

Business Consultant and Owner | 2018 – Present

Assist individuals and organizations with building their brands and discovering their unique gifts. Provide guidance on how to leverage these gifts to improve financial standing and increase wealth. Educate clients on business management, branding, and financial literacy principles that can be applied to everyday life to achieve financial goals. I work with a wide range of clients, from motivated professionals to small businesses, offering specialized services such as business development, branding, web design, SEO, real estate acquisitions and transitioning from employee to entrepreneur.

### **Peaceful Regions**

Program Director and Founder | 2019 – Present

Oversaw agency operations to ensure alignment with goals and mission. Managed all financial and administrative functions, reporting to the board of directors. Collaborated with finance team to oversee accounting processes including bank reconciliations, accounts payable and receivable, payroll, field advances, cash drawdowns, and banking activity. Led market expansions to drive business growth and meet evolving client needs. Fostered a forward-thinking, inclusive, and performance-driven company culture to drive industry advancements. Developed organizational mission statement through extensive

collaboration and review. Implemented innovative policies and strategies to support client self-sufficiency. Facilitated referrals and housing for over 100 families to shelters, legal resources, and educational programs.

### **Saint Louis Development Corporation**

Real Estate Representative | 2014 – 2019

Negotiated contracts with buyers, which involved reviewing purchase offers, counteroffers, sales contracts, and escrow instructions. Managed all aspects of sales transactions to ensure customer satisfaction and exceed expectations. Achieved high sales volume within short timeframes to surpass quotas and increase business revenue. Created marketing materials, such as brochures, flyers, and digital photography, to list homes for sale. Handled fee collection and payment processing for property transactions. Prepared reports on local market trends, including supply and demand analysis, pricing trends, property values, and available inventory. Assisted buyers in finding suitable properties through home tours and neighborhood suggestions. Utilized market knowledge and negotiation skills to prepare purchase offers on behalf of clients. Maintained records of sales collaterals and closings. Communicated with clients to understand their property needs and preferences. Facilitated positive experiences between buyers and the City of Saint Louis. Cultivated relationships with clients to encourage repeat business and referrals. Welcomed and registered new clients to facilitate engagement and establish long-lasting connections. Represented buyers and the City of Saint Louis in property development projects. Managed relationships with over 100 clients to promote repeat business and referrals.

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## **EDUCATION**

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### **Bachelor of Science in Entertainment Business**

Los Angeles Film School - Los Angeles, CA, US

April 2022 to Present

### **Bachelor of Science in Business Administration and Management**

Harris-Stowe State University - St. Louis, MO

August 2010 to June 2014

### **Associate of Science in Business Communications**

Saint Louis Community College - St Louis, MO, US

August 2004 to May 2006

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## **SKILLS**

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- Website Designer, SEO Expert, Social Media Strategist/Manager, Brand Developer
- Grant Writer and Experienced Copywriter
- Experienced Real Estate Agent and Investor
- Non-Profit and Community Resource Specialist
- Experienced Speaker, Radio Personality and Podcast Host. (Resource Ricki)
- Artist Manager and Sync Licensing Expert