

JASMINE ECLIPSE

• marketing • social media • client services •

ABOUT ME

I am passionate about all things marketing. My talents have taken me from Hawaii, to China, to working for the FBI, partnering with international brands, and getting an invitation to the White House from the First Lady. And I'm just getting started.

EDUCATION

Marketing Communications
Journalism, Public Relations

Bachelor of Arts, University of Oregon

EXPERIENCE

2016-Now **WEB ROI**

Marketing Manager & Social Media Specialist

- Write, edit and publish all web content for 30+ clients
- Create content for website builds/redesigns, landing pages, blogs and email marketing
- Conduct qualitative analyses to improve content and services
- Build and execute social media strategy and campaigns
- Create editorial calendars and syndication schedules
- Consistently exceeded 100-200% of client goals
- Client support services

2015-16 **Ardent Management Consulting**

Content Manager & Marketing Communications Coordinator

- Assist on projects to rebrand federal government agencies (DHS, USGS, FGDC)
- Work with government clients to manage content in an online environment
- Design graphics, logos and marketing materials for government campaigns/events
- Received training and security clearance through Dept. of Homeland Security
- Client support services

2012-15 **Heroes Hawaii**

Social Media Director & Sales Associate

- Developed a social media strategy to increase engagement of company platforms
- Spearheaded viral campaigns for company products & distributors
- Assisted customers and dealt with dealers/vendors when needed

2011-14 **Emerald Media Group**

Copy Chief & Editor

- Managed a team of writers, editors, photographer, and designers to revise all copy, write SEO content and design publications
- Company was awarded "America's Best College Media Company" and was recognized by the New York Times, FOX, and CNN under my leadership

SKILLS

Copywriting

SEO

Client Services

Marketing/Communications

Editing/Proofreading

Analytics

Project Management

Social Media Management

Photography

B2B/B2C Blogging

Quality Assurance

Email Marketing