

JASMINE ECLIPSE

MARKETING, COPYWRITING, SOCIAL MEDIA

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ABOUT ME

My talents have taken me from working for the FBI, crushing multi-million dollar campaigns, and getting an invitation to the White House. And I'm just getting started.

EDUCATION

University of Oregon, Bachelor of Arts

Marketing Communications
Journalism, Public Relations

EXPERIENCE

- Now** **Bowtech, Inc.** *Marketing Programs Coordinator*
- Ensure that the collateral and communications reflect the Bowtech brand accurately
 - Develop and coordinate innovative and creative social media presence
 - Coordinate dealer merchandising and POP program to increase brand visibility
 - Develop training programs to include product messaging, service and troubleshooting, as well as feature/benefit/advantage training for Celebrities and Content Ambassadors
 - Coordinate the design and production of visual digital media used for advertising, broadcast, and web communications
 - Work closely with Bowtech's Competitive Shooting Program and Pro Staff team members who represent Bowtech products in a variety of media sources, events, and tournaments.
- 2018** **Dotdash** *Quality Team & Content Producer*
- Produce content for publications including Thought Co., About, The Spruce, and more
 - Create campaign content for Disney Destinations, Target, Wells Fargo, and more
- 2018** **TruNorth Management, LLC** *Marketing Coordinator*
- Implement strategic plans and ensure target milestones and deadlines are met
 - Coordinate with teams to drive revenue, build customer lists and keep audiences engaged
- 2016-18** **WEB ROI** *Marketing Manager & Social Media Specialist*
- Create content for website builds/redesigns, landing pages, blogs and email marketing
 - Build and execute social media strategy and campaigns
 - Consistently exceeded 100-200% of client goals
- 2015-16** **Ardent Management Consulting** *Content Manager & Marketing Communications Coordinator*
- Create marketing collateral for high-profile government clients
 - Design graphics, logos and marketing materials for government campaigns/events
- 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
- 2011-14** **Emerald Media Group** *Copy Chief & Editor*
- Oversaw all copy, 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