

# JASMINE ECLIPSE

CLIENT SERVICES, 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, managing high-profile clients 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

- Sept 2019 to Now** **Exterro** *Marketing Specialist*
- Increase qualified leads and brand awareness by managing the following:
  - Marketing operations: Conducting metric reporting, managing internal communications
  - Email Marketing: Using Salesforce and Pardot to build, schedule, and test email campaigns
  - Event Support: Manage logistics for in-market events and trade shows
  - Social Media: Manage all social profiles, schedule content, and report on social metrics
- Jan 2019 to Sept 2019** **Bowtech, Inc.** *Marketing Programs Coordinator*
- Work with key stakeholders to ensure that the collateral and communications reflect the Bowtech brand accurately
  - Develop and coordinate innovative and creative social media presence
  - Manage and execute industry-related events to increase brand awareness
- Jul 2018 to Dec 2019** **Dotdash** *Quality Team & Content Producer*
- Collaborate with clients to produce content for publications including Thought Co., About, The Spruce, and more
  - Create campaign content for Disney Destinations, Target, Wells Fargo, and more
- Jan 2019 to Jun 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, keep audiences engaged, and ensure client satisfaction
- Sep 2016 to Jan 2018** **WEB ROI** *Marketing Manager & Social Media Specialist*
- Manage 30+ clients to create specialized content for website builds/redesigns, landing pages, blogs and email marketing to increase quantifiable leads and overall sales
  - Build and execute social media strategy and campaigns
  - Consistently exceeded 100-200% of client goals
- Feb 2015 to Sep 2016** **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
- Aug 2012 to Feb 2015** **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
- Sep 2011 to Apr 2014** **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	Account Management	Quality Assurance	Email Marketing