

jasmine

ECLIPSE

MARKETING



I am a diversely skilled marketing professional with a passion for creating and enhancing brands through traditional and online communications, internal and external events, and building relationships.

CONTACT ME

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[Portfolio](#)

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EDUCATION

University of Oregon
Bachelor of Arts
Marketing

EXPERIENCE

Exterro — Sept 2019 - Present

Marketing Operations Manager

- Manage and execute operational processes and tasks in support of lead generation programs
- Execute and streamline marketing workflows through automation and reporting

Email + Social Marketing Manager

- Increase qualified leads and brand awareness by managing and strategizing email and social media marketing campaigns

Bowtech, Inc. — Jan-Sept 2019

Marketing Programs Coordinator

- Develop and coordinate social media presence in alignment with the overall content plan, ensuring various brand consistency

Dotdash — Jul 2018 - Dec 2019

Content Producer + QA Editor

- Produce content for a wide variety of publications including Thought Co., VeryWell, The Spruce, Lifewire, and TripSavvy

TruNorth Management — Jan-Jun 2018

Marketing Coordinator

- Coordinate with teams to drive revenue, build customer lists, and keep audiences engaged through marketing campaigns

WEB ROI — Sep 2016 - Jan 2018

Marketing + Social Media Specialist

- Managed 20+ accounts to generate and share organic content that builds meaningful connections and encourages engagement and increases leads

ArdentMC — Feb 2015 - Sep 2016

Marketing Communications Coordinator

- Create and distribute content for government clients, including managing content for Sharepoint sites, designing graphics and marketing materials for events and presentations.

Heroes Hawaii — Aug 2012 - Feb 2015

Social Media Director

- Drive promotional campaigns to drive sales and increase customer base via social media channels

Emerald Media Group — Sep 2011 - Apr 2014

Copy Chief + Editor

- Led and managed a team while revising all copy, including SEO headlines, subheads, captions and decks