





JESS SEGAL

DIGITAL MARKETING

www.jess-segal.com

CONTACT

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EDUCATION

Eastern Illinois University

MA IN STUDIO ART, 2009

BA IN ART & ADVERTISING, 2007

SKILLS

- Website design and management with CMS systems such as Shopify, Wordpress and Drupal
- Email marketing and landing pages with platforms such as Mailchimp and Omnisend
- Generating and scheduling organic and paid content for Facebook, Instagram, and Twitter
- Managing audiences, scheduling and analytics with Facebook Business Manager and Hootsuite
- HTML, CSS and beginner knowledge of PHP
- Data analytics
- Graphic design with Adobe Photoshop, Adobe Indesign, and Canva
- A/B testing

RELEVANT EXPERIENCE

Digital Marketing Consultant

SELF-EMPLOYED

APR 2017 - PRESENT

- Optimized website layout and executed a strategy involving emails, social media posts and paid social media ads, contributing to a 69% increase in sales over one year for a nationally selling e-commerce business.
- Grew the email list of a small retail business by 150% over one year by improving the quality and employing various sign-up strategies including pop-ups and exclusive content.
- Designed and executed automated e-commerce email workflows that captured potentially lost sales and increased returning customer rates.
- Created and scheduled organic and paid Facebook and Instagram posts for various clients, resulting in increased engagement, followers and website traffic.
- Created landing pages with Mailchimp and Omnisend that secured meaningful leads and increased ad conversions.
- Utilized content marketing and landing pages to grow brand awareness and capture meaningful leads for a realtor client, which resulted in a home sale in the first 3 months.
- Redesigned the checkout flow for an e-commerce Wordpress website to decrease checkout abandonment.

Assistant Director

NORTH CENTRAL COLLEGE FINE & PERFORMING ARTS

JUN 2015 - SEPT 2018

- Worked with the marketing department to create and choreograph multichannel marketing campaigns that resulted in several sold out shows and ticket sales that surpassed projections each season.
- Created and implemented a digital marketing strategy where there was none before, including Facebook and geolocation ads, which contributed to an increase in new ticket buyers and a YOY increase of 16% in ticket sales.
- Managed social media accounts to increase brand awareness and art appreciation.
- Designed and managed email marketing that often garnered 30% open rates and 5% click through rates, surpassing industry standards.
- Led the switch to new ticketing software with better UX/UI, data capturing and reporting, ensuring a smooth and on-time transition.
- Assisted the Director in planning and implementing programming for visual and performing arts seasons based on audience insights and ticket sales.
- Oversaw donor relations and events.

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RELEVANT EXPERIENCE (cont.)

Executive Director

UNION STREET GALLERY

MAR 2010 - JUN 2015

- Managed multichannel marketing campaigns which contributed to achieving attendance objectives and a 23% increase in juried show entries.
- Fostered online community and engagement through social media which helped increase followers and attendance.
- Wrote copy for all print materials including press releases, postcards and exhibit catalogs.
- Lead community outreach efforts and built community partnerships with local governments, businesses and educational facilities.
- Curated 10 successful exhibits per year that sparked dialogue, enriched the community and provided meaningful opportunities for artists.
- Aided the Board of Directors with all financial matters including fundraising and grants.

PERSONAL PROJECTS

Curating and Social Media Marketing

WOMAN MADE GALLERY

JULY 2015 - AUG 2016

- Curated "Quest," a video-game art exhibit featuring work by Krista Hoeffle and a panel talk featuring bloggers from Not Your Mama's Gamer.
- Created and executed a successful organic Facebook and Instagram campaign to build excitement for the exhibit, including giveaways and weekly "quests" for prizes.
 - The result was an increase in Facebook followers for Woman Made Gallery, and increase in instagram followers to my personal account, and stellar attendance opening night with over half of the audience being new to the gallery.