

jessica EPPS BOYETTE

SOCIAL MEDIA PROFESSIONAL • CONTENT CREATOR • GRAPHIC DESIGNER

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SUMMARY

With a decade in social media, I managed 150+ monthly posts, achieved 140% higher engagement, and gained 70,000+ followers in 3 years. I crafted a successful Reels strategy with 1M+ views in <1 year and built presences for a 530%+ follower increase in 6 years. I excel in creativity, actionable strategies, following trends, analytics, brand growth, and collaboration, poised to elevate your success.

SKILLS

Branding & Brand Awareness | Community Engagement & Management | Content Creation & Strategy | Competitor Analysis | Copywriting
Editing & Proofreading | Data & Analytics | Digital Marketing | Graphic Design | Events Coverage | Marketing Communications | Social Listening
Social Monitoring | Social Media Best Practices | Social Media Management | Social Media Platforms | Social Media Marketing | Social Media Strategy

TECHNICAL PROFICIENCIES

Adobe (Illustrator, InDesign, Photoshop) | Canva | Constant Contact Email Marketing | Google (AdWords, Analytics, Suite) | Meta Ads Manager
Microsoft Office Suite | Slack | Social Media Management Tools and Content Management Systems (Buffer, Hootsuite, Sprout Social)
Social Media Platforms (Facebook, Instagram, LinkedIn, Pinterest, YouTube, TikTok, Twitter/X) | Project Management Systems (Asana, Wrike)

EXPERIENCE

ST. GEORGE'S UNIVERSITY c/o UNIVERSITY SUPPORT SERVICES, LLC | New York, NY | March 2020 - present

Social Media Manager (working remotely)

- Achieved an 1800% boost in video viewership with an Instagram Reels strategy, garnering 1,000,000+ views in under 1 year
- Governing a 150-post monthly calendar to bolster recruitment, fostering student and alumni communities
- Cultivated an organic social media strategy, yielding 70,000+ followers, a 140% engagement surge, enhanced brand visibility, and heightened customer loyalty in 3 years
- Spearheading internal crisis communication plans, ensuring message consistency and fortifying customer trust on social media
- Pioneered social media policies and processes, streamlining brand presence and elevating visibility

TALLAHASSEE SYMPHONY ORCHESTRA | Tallahassee, FL | June 2011-present

Graphic Designer (contract; working remotely)

- Designing print and digital marketing assets, delivering an annual average of 30 creative projects to boost ticket sales and subscriptions
- Establishing and upholding brand guidelines over a 13-year period, leading to heightened brand awareness

THE JUILLIARD SCHOOL | New York, NY | April 2012-March 2020

Marketing Director (July 2018 - March 2020)

- Elevated brand awareness and engagement by implementing and managing both organic and paid social media strategies, resulting in 530% growth in the follower base in 6 years
- Utilized data analysis and trend evaluation to optimize social media strategies, achieving KPIs and driving tangible business impact
- Directed a team of 2 and managed a 6-figure budget for campaign-based initiatives, leading to successful outcomes in recruitment, ticket sales, and institutional programming

Associate Director for Social Media & Digital Marketing (July 2017 - July 2018)

- Devised an institution-wide advertising strategy and established a robust digital marketing infrastructure
- Contracted with agencies to oversee SEM and SEO efforts, digital display campaigns, and comprehensive reporting procedures

Social Media & Digital Marketing Manager (November 2014 - July 2017)

- Inaugurated social media presences and brand awareness across six channels by creating engaging and high-performing content

Digital Marketing Assistant (April 2012 - November 2014)

- Conducted research and managed contracts with print and digital advertising outlets
- Administered and generated content for the website events calendar and digital signage, contributing to enhanced visibility for over 700 annual events

EDUCATION

FLORIDA STATE UNIVERSITY | Tallahassee, FL

Master of Arts, *Arts Administration*
Master of Music, *Music Performance*

APPALACHIAN STATE UNIVERSITY | Boone, NC

Bachelor of Music, *Music Performance*

CERTIFICATIONS

Digital Marketing, HubSpot Academy | Social Media Marketing, HubSpot Academy (in progress)

AWARDS

Golden Easy Button | Marketing, Recruitment, & Enrollment Operations Department | University Support Services, LLC (April 2022)