

# James Wilson

Digital Marketing Specialist at Cera Sine Cera | Ohio

State'21

United States · [Contact Info](#)



The Ohio State University

## About

After graduating from Ohio State in 2021, I have always been interested in learning about other cultures, and have done so through emersion in fashion, food, and music. My passion has led me to explore these three industries in my schooling, job experiences, and travel. In the future I wish to work with a PR firm so that I may work with firms of all industries to strengthen their brand image and personality

## Experience



### E-Commerce and Digital Marketing Specialist

Cera Sine Cera

Feb 2023 - Present · 1 year 5 months

- Develop and implement a strategic multi-channel marketing launch plan for an innovative portable fragrance brand targeting active metropolitan consumers that is launching in May 2024.
- Craft compelling brand positioning, narratives, and visual identity to differentiate the brand.
- Produce high-quality content tailored for Instagram, TikTok, YouTube, and other platforms, including influencer collaborations. Conceptualize immersive unveiling experiences like pop-ups and events.
- Negotiate influencer partnerships, manage influencer seeding, and leverage data-driven paid promotions across social media. Explore creative content angles like tutorials, interviews, and behind-the-scenes.



### Marketing Coordinator

Colle McVoy

Aug 2021 - Jan 2023 · 1 year 6 months

- Managed brand positioning and messaging across all channels, ensuring consistency and relevance
- Developed and executed comprehensive marketing strategies that align with business objectives and drive revenue growth
- Collaborated with cross-functional teams to execute successful product launches, marketing campaigns, and events

## Education



### The Ohio State University

Bachelor of Science · Marketing

2017 - 2021