

Jasmine Phan

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EXPERIENCE

Catelas Inc. (Legal, Compliance and Information Security software company)

Boston, MA

Media Manager

9/2014-5/2015

- Developed a focused social media marketing strategy and integrated social campaigns to increase exposure, engagement and brand recognition; grew followers by approximately 1K and increased engagement on Twitter up to 200% every month
- Monitored and analyzed weekly and monthly performance metrics to measure effectiveness and impact of social media program and initiatives; reported directly to Marketing Director
- Worked collaboratively with cross-functional departments to drive SEO strategy; tripled company's website traffic every month
- Managed Editorial Calendar and worked with Subject Matter Experts to generate daily written and visually innovative content appropriate for each social media platform
- Identified and established relationships with analysts (from Garner & IDC), journalists (from The New York Times, Bloomberg, HBR, etc.), bloggers, and key people in the information security industry

Marketing Intern

2/2014-6/2014

- Built and maintained an effective prospect database supporting targeted campaigns, nurture programs and lead scoring
- Worked closely with other team members and Marketing Director on development and execution of B2B brand positioning
- Crafted marketing materials for print collateral, affiliate marketing programs and conferences
- Executed SEO for the company website, including keyword research, title tag and meta description optimization and link building

Yorscarf LLC. (Fashionable scarves for young professional women)

Providence, RI

Co-founder

2/2013-9/2014

- Managed a creative team of textile designers, photographers and graphic designers to craft promotional activities
- Executed strategic marketing plan based on market research to double unit sold each month
- Performed SWOT analysis to key competitors through competitive research and product comparisons
- Implemented social media strategy including outreach and storyboard for Kickstarter funding campaign
- Cultivated relationships with local media outlets, reporters and bloggers to increase brand awareness across America
- Led board meetings with investors and various shareholders from America, Vietnam, Australia and Singapore

EDUCATION

Johnson & Wales University

Providence, RI

B.S, Advertising & Marketing Communications, Cum Laude

2012-2014

Relevant courses: Creativity in Advertising, Integrated Marketing Communications, Public Relations, Consumer Behavior, Qualitative Research, Brand Marketing, Strategic Marketing

Activities: Dean's List (2012-2014), 2nd place in DECA (Business Competition Club) New England Regional Conference 2013 (Advertising), Intercultural club, Entrepreneur speaker in marketing classes

College Leadership Rhode Island Program

Providence, RI

Selected among 56 students from 11 colleges and universities to be enrolled in the class of 2013 (35 seats)

9/2013-12/2013

CLRI's semester-long experiential program exposes class members to the inner-workings of non-profits, for-profits, and government.

SKILLS

Technology: Photoshop, Illustrator, Indesign, Word, Excel (Pivot Tables), Qualtrics, Keynote, HTML, Hootsuite, ConstantContact, Google Analytics, Google Hangout, Google Drive, Social Media, IMovie

Languages: Vietnamese (Native), English (Fluent), Chinese (Beginner)

Interests: Travel, Formula 1, MMA, Tango, Swimming, Indoor Rock Climbing, Technology, Vietnamese Cooking