



Jasmine King

DIGITAL MARKETING MANAGER • CONTENT CREATOR

Jasmine King

@Marketing

Delta Sigma Theta Sorority, Incorporated • University of Kansas Alumna



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Houston, TX



Joined December 2018

1,364 Following 2,937 Followers

Work Experience

Leadership Experience

Honors & Awards

Skills



Pinned Tweet

About Me

Dynamic, mission-driven, critical- thinker with a passion for designing and implementing creative solutions for the greater good.

Digital Marketing Manager @TheButterBarSkincare • June 2021 - Present

- Manage and coordinate the release of company content through social/digital media channels that has over a 221k following.
- Researched and implemented trends into marketing strategies that stimulated an 157% increase in content interactions.
- Executed communication and collaboration efforts with external community influencers to strategize content that expanded our reach to the market by 57.6%.
- Developed and ran email marketing campaigns that generated a revenue of \$10,000.
- Oversaw the creation and release of social media ads that boosted our account by 2,000 followers.

Social Media Marketing Manager @Freelance • October 2021 - Present

- Create content and strategize social media posts/advertisements for Instagram.
- Work directly and communicate with customers about inquiries and bookings.
- Increased accounts engaged from non-followers by 177% from creating a regular publishing schedule of 3-5 postings per week.
- Use my resources and knowledge of social media marketing to promote greater brand awareness, resulting in an increase of account and product engagement from existing and new consumers.

Student Assistant for Assessment & Strategic Initiatives @TheUniversityOfKansas • August 2020 - May 2021

- Directed a team of five individuals through the planning and development of monthly events and social media campaigns, supporting underrepresented students.
- Designed marketing materials for numerous campus events and programs.
- Served as coordinator and key point of contact for The Plug KU, Student Affairs' student outreach and engagement team.
- Assisted with the implementation and management of The Connect, a monthly event designed to connect underrepresented students to available campus resources.
- Increased the representation of cultural and social justice issues amongst students of color from various institutions by creating The Plug: All Access Podcast.

Leadership Experience

- Delta Sigma Theta Sorority, Incorporated
- The Plug KU
- Adidas Leadership Scholar

Honors & Awards

- The Kepner-Tregoe (KT) Problem Solving and Decision Making (PSDM) Certification
- LIFE Leadership Certification
- Adidas Leadership Scholar

Skills

- Canva • Creativity • Google Analytics • Hootsuite • Klaviyo • Organization • Project Management • Team Building