



JESSICA HAWLEY

Digital Marketing Leader | Teacher | Entrepreneur

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http://linkedin.com/in/jessica-vogel-ferris | Big Rapids, MI

☆ Servant Leader

SUMMARY

Results-driven digital marketing leader with a proven track record in strategic planning and engagement enhancement. Boosted online engagement by 40% and conversion rates by 25% through innovative, data-driven campaigns. Expert in email marketing, social media, content creation, and Google My Business optimization, achieving a 30% increase in local search visibility. Skilled in utilizing AI for location-based marketing and managing multi-channel inventories. Excels in dynamic environments with a steadfast commitment to continuous growth and professional development.

EDUCATION

Master of Science in Career & Technical Education

Ferris State University

Big Rapids, Michigan

• Area of Focus: System Design

GPA | 3.9 / 4.0

Bachelor of Marketing

Ferris State University

12/2014 - 05/2017 | Big Rapids, Michigan

GPA | 3.0 / 4.0

CERTIFICATION

Teaching Certification, State of Michigan

HubSpot Educational Partner

Constant Contact Partnership

Facebook Blueprint

Career Technical Education Certification

System Design Certification

POSITIONS OF RESPONSIBILITY

Substitute Teacher

St. Mary's School, Big Rapids, MI

Coach, U-12 Coed Soccer

Big Rapids, MI

Committee Chair for Student Life Engagement

Ferris State University

EXPERIENCE

Owner & Digital Marketing Consultant

06/2014 - Present

Refine marketing llc

- Transitioned traditional businesses to digital models through tailored marketing strategies.
- Developed visual metrics reports to guide decision-making processes.
- Provided personalized training for tech systems and instructional designs.
- Built effective partnerships and collaborations to maximize resources. Drove business growth through data analysis, achieving a 37% growth rate in 2023.
- Aligned client goals with strategic planning and business development initiatives.
- Act as a pivotal role in aligning client goals with strategic planning, execution, and business development.

Digital Marketing Consultant

02/2018 - Present

Hibu Global

Remote

- Managed 41 Facebook Pages using business suites.
- Conducted direct sales, cold calling, and built strong client relationships.
- Implemented and tracked key Facebook and Instagram tools for better audience targeting.
- Retained clients and consistently aligned strategies with their goals and budgets.

Certified Substitute Teacher

01/2017 - 05/2020

EDUStaff, LLC

- Adapted lesson plans to meet classroom needs and maintained compliance with educational standards. Effectively managed K-12 classes with up to 29 students.
- Maintained compliance with all national, state, local, and school standards, regulations, and policies.

Social Media Graduate Assistant

01/2017 - 02/2018

Ferris State University

Big Rapids, MI

- Created and managed the Ferris Life brand, increasing student engagement by 17%.
- Grew Instagram following by 5k in 6 months with zero budget.
- Boosted online community interactions with a 550% increase in engagement rate.
- Came into a new role as a social media and Community Manager, Content Creator, and Lead Marketing Strategist.

Project Manager

03/2005 - 09/2014

Northern Lites Softball Complex

General Manager

05/2004 - 04/2012

City Lites Bar & Grill

SKILLS

Agile · Brand Strategy · SWOT · Spyfu · Keywords Planner · Business Development · Cold calling ·

Content creation · Semrush · Gorilla Desk · Direct Sales · Video Editing · Facebook Pixel ·

Google keyword Planner · Google Analytics · Google Search Console · Mailchimp ·

Strategic Planning · Team Development · Your Skill

AREAS OF EXPERTISE

- **Strategic Tools:** SWOT Analysis, GAP Analysis, SEMRUSH, SpyFu, Google Keyword Planner, Facebook Insights.
- **Social Media Management:** Facebook Business Suite, Instagram, Snapchat, Pinterest, Chatbots, and Social Stories.
- **Content Creation:** Video Editing, Creating Filters, Managing Online Communities, Social Listening, Benchmarking.

REFERENCE

Danny Griffith

Owner/Operator
Shooter Outfitters and Indoor Range
Traverse City, MI
Cell: 231-631-6003

Lynn and Dr. Mark Canfield, O.D.

Owners
Greenville Family Eye Care
Greenville, MI
Personal Contact: 616-240-2655