

JESSICA HAWLEY BY HASSAN ZAIB JADOON

Digital Marketing Leader | Teacher | Entrepreneur

+231-303-0330 Info@getlocalai.com http://linkedin.com/in/jessica-vogel-ferris Big Rapids, MI

EXPERIENCE

Owner & Digital Marketing Consultant

Refine marketing llc 06/2014 - Present Location

- 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

Hibu Global 02/2018 - Present 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

EDUStaff, LLC 01/2017 - 05/2020 Location

- 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

Ferris State University 01/2017 - 02/2018 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

Northern Lites Softball Complex 03/2005 - 09/2014 Location

General Manager

City Lites Bar & Grill 05/2004 - 04/2012 Location

EDUCATION

Master of Science in Career & Technical Education

Ferris State University GPA 3.9 / 4.0
01/2018 - 01/2020 Big Rapids, Michigan

Bachelor of Marketing

Ferris State University GPA 3.0 / 4.0
12/2014 - 05/2017 Big Rapids, Michigan
Ferris State University

REFERENCES

Reference Name

Reference Contact

SUMMARY BY HASSAN

Passionate and self-motivated digital marketing leader with a proven track record of success in strategic planning, engagement building, and business development. Adept at transitioning traditional businesses to modern models using comprehensive digital marketing strategies. Equipped with a diverse skill set including email marketing, social media management, and content creation, I thrive in dynamic environments, bringing value through innovative solutions, data-driven decisions, and a commitment to continuous learning.

SKILLS

Agile	Brand Strategy	SWOT
Keywords Planner	Business Development	
Cold calling	Content creation	Gorilla
Direct Sales	Facebook Pixel	
Google keyword planner		
Google Search Console	Keyword planner	
Mailchimp	Semrush	Snapchat
Spyfu		
Strategic Planning	Google Analytics	
Video Editing		

CERTIFICATION

Teaching Certification, State of Michigan
HubSpot Educational Partner
Constant Contact Partnership
Facebook Blueprint
Career Technical Education Certification
System Design Certification

AREAS OF EXPERTISE

Email Marketing:
MailChimp, Constant Contact, Salesforce, Gorilla Desk, Lead Magnets, Funnels.

Strategic Tools:
SWOT Analysis, GAP Analysis, SEMRush, SpyFu, Google Keyword Planner, Facebook Insights

Social Media Management:
Facebook Business Suite, Instagram, Snapchat, Pinterest, ChatBots, Social Stories, Content Creation

Content Creation:
Video Editing, Creating Filters, Managing Online Communities, Social Listening, Benchmarking