**Hawley, Jessica 🌟**

Atypical, Creator ✨, Digital Marketing Leader 📈, Teacher 👩‍🏫, and Entrepreneur 💼 seeking the perfect tribe

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# Servant Leader ⭐️⭐️⭐️⭐️⭐️

I am self-motivated, highly resourceful, tech-savvy, agile, resilient, creative marketing spirit. My experience working with small business owners and dedication to continued learning will bring immediate value to your team in the areas of strategic planning, engagement, building relationships, business development with multiple digital marketing skills outlined below.

# **EDUCATION & CERTIFICATIONS**

**Master of Science in Career & Technical Education (3.9 GPA)**

Ferris State University2018-2020

**Bachelor of Marketing (3.0 GPA)**

Ferris State University 12/14-05/2017

**AREAS OF EXPERTISE**

Email Campaigns: MailChimp, Constant Contact, Sales Force, Gorilla Desk, Lead Magnets,

Funnels.

Social Media Engagement: Building Online Communities, Facebook Business Suite,

Snapchat, Instagram, Pinterest, ChatBots, Social Stories, Social Groups, Creating Filters, Video Editing & Content Creation

# **PROFESSIONAL EXPERIENCE** 6/2014 to Present

# REFINE MARKETING LLC.

# **Operator,** Digital Marketing Consultant | Trainer | Marketing Agency

# Client Success Specialist, Owner Operator of Refine Marketing LLC.

# Transition traditional businesses to modern models via digital marketing strategies.

# Driven decisions with visual metrics report

# Research and implement cost effective tech solutions, built for each clients needs and matched with a tech stack!

# I provide penalized training for every program, system, and instructional design.

# Built effective coalitions, partnerships, and business collaborations to maximize resources.

# How Do I Do This? Through, SWOT and GAP Analysis using tools like SpyFu, SEMRush, Google Keyword Planner, Facebook Insights, Benchmarking, and Market Planning!

# Finding the opportunities! What Make You the Most Money! By Analyzing the data is the key, In one client’s case we grew. 2021, with nine employee and grew 27%, 2022 to 16 employees and 30% grow. Last year 2023 with a total of 20 employees and 37% growth, now leading into fall of 2023 with 31 employees and 30% growth.

# My role is pivotal, working to align the client goals with strategic planning, execution, & the business development.

**Digital Marketing Consultant** 2/2018 - Present

Hibu Global | Prussia, PA (Remote Employment)

As a Digital Marketing Consultant my responsibilities in this position were multifaceted.

This position was fast-paced, remote, and was an independent environment. As an accomplished digital marketing professional with a verifiable record selling door to door, cold calling, gaining referrals, and meeting quotas wIth integrity.

Managed 41 Facebook Pages using business suites.

* Here I worked in Direct sales. working to align digital marketing strategies that correlate with the client’s goals and budget.
* Introduce and drive the adoption, implementation, and tracking of key Facebook and Instagram Business Tools, including Facebook conversion tracking and generate Custom Audiences.
* Retained current clients, continue to build relations with customers.

| Page 2

PROFESSIONAL EXPERIENCE, CONTINUED

📚 Certified Substitute Teacher | EDUStaff, LLC | Central MI 1/2017 to 5/2020

Carried out lesson plans, with necessary adjustments for real-time classroom needs and showed flexibility to accommodate

K-12 classes of up to 29 students. Maintained compliance with all national, state, local, and school standards, regulations, and Policies.

**Social Media Graduate Assistant | Ferris State University, Student Life** | Big Rapids, MI 1/2017 to 2/2018

Served as a social media graduate assistant. Here, I came into a new role as a social media and Community Manager, Content Creator, and Lead Marketing Strategists in a brand-new position.

The primary focus was to represent Ferris State University and create a unified brand for The Division of Student Life, that included the twelve internal departments.

* Created an all-inclusive brand called Ferris Life. Utilized social media with the creation of Instagram page @FerrisLife.

Proven success by gaining 5k IG followers in 6 months on a zero-dollar budget.

* Build a brand strategy that fueled student engagement and increased on-campus participation by 17%.
* Managed online community through social listen, benchmarking, and the creative aspects of posting media, adding to IG Stories, creating animated post, stickers, videos, GIPHY | GIF, Social Polls, Events, Hashtags, tracked and responded to mentions, check-ins, tags, direct messages.
* Posted, engaged, listened, and responded to an online community, delivering an increased CR by 550% and an averaging 1800 profile visits a week.
* Created and added Facebook Pixel Code for Standard Events.

**Additional Work Experience**

**General Manager of City Lites Bar & Grill**

5/2004 to 4/2012

**Project Manager for Northern Lites Softball Complex**

3/2005 to 9/2014