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| Hawley, Jessica  Atypical, Digital Marketing Free Spirit! |  |  | [into@getlocalai.com](mailto:info@getlocalai.com) 📞 231-303-0330  linkedin.com/in/jessica-vogel-ferris 📍Big Rapids, MI  Facebook |
| Servant | Leader |Teacher |  I am self-motivated, highly resourceful, tech-savvy, agile, resilient, creative marketing spirit. My experience and dedication to continued learning will bring immediate value to your team in the areas of Digital Marketing, Video & Contents Creation, Copy Writing, CRM, Websites Building, Social Media Engagement, and Business Development. **AREAS OF EXPERTISE** Email Campaigns: MailChimp, Constant Contact, Sales Force, Social Media  Social Media Engagement: Building Online Communities, Facebook, Snapchat, Instagram, Pinterest, Chat Bots, Stories, Groups, Filters, and Creative content strategies  Business Development: Marketing Mix, Strategic Planning, Lead Magnets, Funnels, CRM, Paid Digital Media, FB Pixel, Branding, Account Executive, Consumer Relations, Segmentation, Landing Pages  Marketing Analytics: Google Analytics, Tag, Keyword Planner. Social Media Insights, Website Analytics, EDUCATION & CERTIFICATIONS **Master of Science in Career & Technical Training (3.7 GPA)**  Ferris State University 05/17-12/2020  **Bachelor of Marketing (3.0 GPA)** Ferris State University 12/14-05/2017  Google AdWords  Facebook Blueprint  Constant Contact Partnership  HubSpot Educational Partner |  |  | Professional Experiences Start Date  **Entrepreneur | Digital Marketing Consultant** 6/2014 to Present  Local MI Marketing | Big Rapids, MI (Remote)  As a small business owner, I Coach, Train, and Consult local traditional business owners and help them merge into a modern business model to still be relevant, sustainable and thrive.   * Utilized multi-channel marketing strategies consisting of social media, web analytics, search engine optimization, paid per click, display advertising, contextual targeting, geo-fence's locations, and email marketing to cater to messaging according to demographics and potential sales. * Create and develop organic and paid media content that can be tracked, measured, and justified. * Skilled with CRM, Lead Magnets, Landing Pages, and implementation of Pixels, and Conversation Tracking. * Conduct A/B Testing, Facebook look alike audiences and implementing Pixels to measure campaign effectiveness. Allowing all decisions to be data driven. Changes, and report metrics to clients as needed in a way they understand, typically through visual graphs and review these over zooms or 1.1 in person. * Adhere to clients’ number one problem. By researching technologies that lead as affordable solution. Implement solution, with full training and instructional design. Build an effective coalition, create outside partners, collaborate with other business to grow resources, and achieve more with less. * Prepare SWOT and GAP Analysis, using a variation of tools including, SpyFu, SEMRush, Google Keyword, Facebook Insight, Benchmarking, Ubersuggest, to trigger, track, and analyze client’s measurable metrics in line with goals.   **Digital Marketing Consultant** 2/2018 – 4/2020  Hibu Global | Prussia, PA (Remote Employment)  As a Digital Marketing Consultant my responsibilities are faceted, where I work in a fast-paced, remote, independent environment. As an accomplished digital marketing professional with a verifiable track record of managing, optimizing, and increasing revenues on Facebook, for 41 [Business Pages](https://www.facebook.com/pages/?category=your_pages&ref=bookmarks).   * As a self-motivated professional, I work hands on with my clients to analyze their greatest opportunity. * Aligning digital marketing strategies that correlate with the client’s goals and objectives, 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. * Create branded campaigns, ad sets and ads that offer customer segmentations, retargeting and data driven campaign results using Pixels, tracking of Pixels and reporting campaign ROI. * Retain current clients, continue to build relations with customers and their network. * Setup, optimize and manage multiple social media business pages. Developing their planning, strategy and execution of campaigns, ad sets, ads and pixels placements, and tracking. |

# 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 demonstrated 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, Division of 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 experience as the** 🍸🍾 **General Manager of City Lites Bar & Grill from 5/2004 to 4/2012**
* **Project Manager for Northern Lites Softball Complex from 3/2005 to 9/2014.**

# PROFESSIONAL AFFILIATIONS & INVOLVEMENT

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| Professional Organizations  * Association for Career and Technical Education (ACTE) * Student Affairs Professionals in Higher Education (NASPA) * NASPA- Student Leadership Community Members * Mecosta County Area Chamber Member | Ferris State University  * Co-Chair | Student Life Marketing Committee * Committee Member | Student Affairs, Sophomore Retention Initiative & Branding Initiative |

Diverse Platforms: Technical Skills and Added Value

Google My Business, Facebook, Snapchat – Pinterest – Twitter – Instagram - Canva Design –- Google Analytics - Google Trends - Google Search Console - Google Keyword Planner – Google Tag Manager, UberSuggest, Unnstuckit, Vimeo - Buffer - Ripl - IFTTT - YouTube| YT Studio - Vidyard - CRM - SpyFu – Piktochart – Adobe Programs – PiscArt – Zoom/Skype – OneDrive – Whiteboard – LMS Software – Team Work Flow – Virtual Teams – Chat Bots Form – Cookies – Crello – Animate/GIPHY – Dripscripts – Trello – HubSpot -IGTV – Rush – Spark – Sales Force – Monday – Facebook Ads Manager / FaceBook Insight, Pixels, Facebook Business – MailChimp – Constant Contact – Survey Monkey – Microsoft Office, Microsoft Teams, Video Editing, Websites Building, WordPress, Copywriting, Ad Creation, Photography, Facebook Pixel Code, Pixel Placement,