



# Jacqueline Kahn

Aspiring Digital Marketer

## CONTACT

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## SKILLS

Microsoft Office Products  
(Office Excel® 2016 Certification)

Google Analytics Certification

Google Ads Certification

Adobe Creative Suite

Salesforce CRM

Salesforce Marketing Cloud

Wix Website Builder

Social Media Platforms  
(Facebook, Instagram, Twitter)

Canva

## LEADERSHIP & INVOLVEMENT

Master of International Business  
Student Ambassador

TEDxUF, Partnerships Coordinator

International Scholars Program

Sigma Kappa Sorority  
Vice President of Finance  
2017-2018

University of Florida Psychology  
Laboratory Research Assistant

Order of Omega

Dance Marathon Emerging Leader

## EDUCATION

UNIVERSITY OF FLORIDA | Master of International Business  
August 2019 - August 2020 GPA: 3.82

UNIVERSITY OF FLORIDA | Bachelor of Science in Business  
Administration, Marketing & Bachelor of Science in  
Psychology

August 2016 - May 2020

Combined GPA: 3.75

Highlighted Coursework: Art of Negotiation | Consumer Behavior |  
Fundamentals in International Business | Global Strategic Management |  
Introduction to Information Systems | Marketing Analytics | Marketing  
Management | Marketing in Hospitality & Tourism | Organizational Behavior |  
Principles of Entrepreneurship | Principles of Marketing | Professional Selling |  
Psychology of Personality | Revenue Management in Hospitality Business |  
Tourism and Hospitality Business Perspectives

## WORK EXPERIENCE

### MARKETING INTERN @ TICKET TIME MACHINE

June 2020 - August 2020 | Remote Internship

- Examined online market research trends and consumer data for 50+ completed surveys to identify ideal target market.
- Reviewed markets to enhance strong company branding through all marketing materials to increase consistency and developed product redesign PDF in Adobe InDesign to present to company CEO with suggested brand enhancements.

### MARKETING ANALYST INTERN @ SANT'ANNA INSTITUTE

June 2019 - August 2019 | Sorrento, Italy

- Conducted research analysis for 50+ potential university partners in Asia and Australia in order to expand market footprint internationally and increase clientele.
- Recorded and analyzed student lifetime enrollment data of 5+ years (900 students) to prepare a geographic strategy for university visits in Fall 2019 to maximize student enrollment numbers through university partnerships.
- Reviewed institute's redesigned website to help improve SEO and boost organic searches.
- Presented internship project findings to institute President and Internship Coordinator to display current business status and made recommendations from company growth forecasts with SMART goal action plans.

### REAL LIFE 101 INTERNSHIP COORDINATOR @ STUDY EDGE

August 2017 - May 2019 | Gainesville, FL

- Led executional efforts for internship program by implementing weekly scheduled activities based on financing, marketing, and company projects.
- Granted high-level access to monitor student account activity by tracking data and flagging accounts in order to retain company security and ensure protection of company confidential information.

### DATABASE MARKETING INTERN @ COMPLYRIGHT INC.

May 2018 - July 2018 | Pompano Beach, FL

- Deployed and automated 35+ brand marketing email campaigns for ComplyRight's family of brands using Salesforce Marketing Cloud to enhance customer sales.
- Analyzed weekly brand marketing email campaigns to update KPI reports on Excel across multiple SaaS brands and distributed report output information to office leaders.
- Conducted individual research project to analyze business lead acquisition workflow and recommended implementing new process structures that enhanced lead efficiency and conversion, opening opportunities for a new company role.

## INTERNATIONAL TRAVELS

SORRENTO, ITALY | BERLIN, GERMANY | ISRAEL