

Jonathan Villa

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Experience

Marketing Coordinator | Wibbitz

October 2019 - March 2020 | New York, NY

Handled efforts to increase brand awareness through company awards, speaking opportunities, fostering reporter relations, and increasing website referral traffic over 200%

Managed a freelance team of writers for the Wibbitz Learning Center. Responsibilities included writing briefs, and overseeing and editing content

Informed the SEO strategy for the company website by writing and editing webpage copy

Strengthened social media content marketing efforts as co-writer, production assistant, and performer for a multi-episode thought leadership series

Supported the company's PR strategy with reporter outreach, case study interviews, and acted as a ghost writer for articles published and syndicated on Forbes, YahooNews, AP, and Bloomberg

Marketing Intern | Wibbitz

January 2019 - October 2019 | New York, NY

Supported efforts for the video startup's visual rebrand & new product launches through the creation of presentations, researching & speaking with agencies, and hiring freelancers

Drafted and published press releases, blogs, and general copy regarding product launches, new partnerships, emails, company value systems, and thought leadership

Spearheaded the creation of a consistent growth strategy of social media followers which earned over 1500+ followers per quarter on Twitter alone

Created social content, adhering to data gathered from social listening of target customers

Managed a launch party cocktail event through the creation of creative assets, ordering promotional gifts and decor, as well as planning the event's itinerary

Used customer data to improve customer retention through automated marketing emails

Marketing Communications Intern | WSP

June 2018 - August 2018 | New York, NY

Helped launch a digital deliverable based within MapMe to showcase over 200 of the company's projects by writing copy, organizing all data for future usage, clearing rights for project images, and translating information to abide by HTML formatting

Business Technology IT/Marketing Intern | Pfizer

May 2017 - Aug 2017 | Collegeville, PA

Performed and presented a social listening of Pfizer's competitors, presented reports of successes & failures based on analytics, and provided recommendations of social strategies.

Delivered UX/UI concept for an internal awards site meant to highlight projects based on user submission, effectively saving \$30,000 in creative agency costs.

Created promotional content to be used as assets on internal websites, visual presentations, or to advertise internal events at Pfizer's campus.

Photo- & Videographer/Graphic & Web Designer | Self

2017 - Current | Burlington, NJ

Education

Rutgers University

September 2015 - May 2019 | New Brunswick, NJ

BA in Information Technology & Informatics

Minor in Digital Communication, Information & Media

Honors: *Cum Laude* (GPA : 3.58/4.0)

Skills

Public Speaking
Photography / Videography
Audio Manipulation
Photo Manipulation
Content Writing
Scriptwriting
SEM / SEO
Project Management
Event Management
PR Writing
A/B Testing
Email/Content Marketing
Improvisational Comedy

Toolbox

Java
HTML
CSS
Ceros
Wordpress
Github
Sketch
InVision

Adobe Creative Suite
Final Cut X
Logic X
ProTools

Tableau
Trello
WordPress
Google Suite
HootSuite
Marketo
SEMRush

Writing Portfolio


(click me!)

