

JESSICA DAWN ARD

Marketing Consultant

CONTACT

 775.313.3382
 ard.jessica@gmail.com
 League City, TX, 77573
 www.jessicaard.com
 linkedin.com/in/jessicaard

PROFESSIONAL PROFILE

Highly organized and creative **International Award-Winning Marketing Consultant** with comprehensive knowledge of marketing principles and practices, complimented by a background in advertising and communications. Proficient in digital marketing initiatives including social media content development and management, email marketing campaigns (e-newsletters), and website management. Able to design high-quality print publications, write and distribute press releases, act as event photographer, and produce short videos.

EDUCATION

BACHELOR OF ARTS
With Distinction
MAJOR IN JOURNALISM
Emphasis in Advertising

UNIVERSITY OF NEVADA
Reno, Nevada, 2008

EXPERIENCE

MARKETING CONSULTANT

Lee College, Baytown, TX · September 2017 - December 2019
Project Grad Houston, Houston, TX · September 2019 - Current

Created interest for the client's services and worked with the leadership team and program managers to market the client's mission and its program to the community. Performed various marketing and communications duties for the clients including: press releases, student success stories, email marketing, special publications, reports & analysis, video scripts and production, website site content, social media marketing, print marketing, photography, event management, and community relations.

SKILLS

Brochures
Commercial Production
Community Relations
Competitor Analysis
Copywriting
Email Marketing
Event Management
Graphic Design
Photography
Press Releases
Print Marketing
Project Management
Promotions
Social Media Content
Web Content Development

MAJOR ACCOMPLISHMENTS

- **Special Publications:** Created and managed the process, timeline, design, printing, and distribution of the quarterly publication (Force Magazine) to serve and engage with target audience members. Publication included student success stories, special events, courses, workshops, and more. *Won 2019 LERN International Award for Excellence in Design for the Sept.-Nov. edition of Force Magazine.*
- **Website Maintenance:** *Routinely updated over 30 website pages via WordPress* to reflect integrated marketing content. Created direct links to registration pages to optimize user-friendly features of the website. Coordinated the development of multiple redirect urls for ease in accessing website pages.
- **Social Media:** Established social media presence by updated and maintaining the company's social media pages. Implemented a digital edition of the quarterly publication for posting and boosting on Facebook. *Designed, wrote, and pre-scheduled over 60 postings each quarter (4x year).*
- **Program Development:** Created a new program (Camp Z) for the Kids at College Summer Camp Program designed for school-aged children. Planned, executed, and supervised camp activities. Developed a Course Proposal that became the template for all other Kids at College summer camps.

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EXPERIENCE

continued

FREELANCE GRAPHIC DESIGNER

League City, Texas, and Catlettsburg, Kentucky · 2011 – 2017

- Directed marketing and branding efforts for small businesses; designed logos, updated website design and content, and created business cards and marketing collateral.
- Conferred with clients to discuss the image they preferred to project to their customers, what information they wished to convey on their websites, and what colors and designs appealed to them. Bridged any gaps between company image goals and customer perception.
- Built a strong online presence and increased traffic to Etsy shops by using web and social media tools, such as Blogger, Pinterest, Facebook, LinkedIn, YouTube, and Vimeo. Achieved over 63,000 views and over 600 orders.
- Used Wix.com to build a website for a struggling mattress company and start-up engineering solution company. Advised clients on social media efforts which enhanced company's online presence and led to an increase in business.

MARKETING & ADVERTISING COORDINATOR

Workin.com, Sparks, Nevada · 2010 – 2011

- Prioritized and handled up to 30 pending projects. Met with CEO daily to discuss marketing direction and new ideas.
- Created more than 100 television commercials to advertise online job boards, using over 30 creative concepts. Spearheaded all aspects of commercials including script development, directing, editing, production, distribution to media partners, and retirement. Reached 20 markets from Alaska to South Carolina during a five-month period.
- Designed and wrote copy for all corporate documents including postcards, flyers, brochures, forms, page mockups, logos, commercials, and newsletters.
- Spearheaded launch of a new job board in the Shreveport market; collaborated with upper management to create a marketing plan, which included postcards and commercials.
- Oversaw video contest. Developed e-blasts and commercials to advertise contest, worked with IT to enable participants to upload videos, and presented videos to upper management for winner selection.

ASSISTANT EDITOR / PRODUCTION ARTIST

KCJ Creative, Reno, Nevada · 2008 – 2009

- Created newsletters, calendars, brochures, registration forms, and postcards for numerous Reno-area businesses.
- Inserted client-provided text into documents. Created layouts and added documents and photos.
- Communicated with clients to understand their goals, priorities, and deadlines.
- Proofread copy, verifying proper spelling, grammar, and syntax. Printed and submitted finished documents.
- Facilitated easier project tracking by organizing production area and adding new labels to project-related items.

ADVERTISING INTERN

Ding Communications, Reno, Nevada · 2007 – 2008

- Established social media presence by creating the company's first Facebook and MySpace pages.
- Ensured social media content and writing style were consistent with company's web style.
- Performed administrative duties, such as filing, data entry, and research.

MARKETING INTERN

Altairnano, Reno, Nevada · 2007

- Managed communications with trade show vendors, confirming schedules and maintaining logistics checklists.
- Created internal corporate publications, including company newsletters and posters.
- Organized events, such as speaking engagements and trade show involvement. Prepared information kits for senior employees designated to speak about company's nanotechnology project at events nationwide.
- Designed corporate branded material, including water bottles, T-shirts, and bags for distribution during trade shows.