

JACQUELYN CARTER

MARKETING, SOCIAL
MEDIA AND BRANDING
PROFESSIONAL

PERSONAL PROFILE

I am a marketing and branding professional with over five years of experience. I am a champion of social media tools and technologies, with experience creating and implementing successful social media and marketing campaigns.

CONTACT INFORMATION

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SKILLS & ABILITIES

Graphic Design
Hootsuite
Sprout Social
Adobe Audition
Adobe Premiere Pro
Microsoft Office Suite
Wordpress
HTML
Website Management
Google Analytics
Public Speaking
Copywriting
Email Marketing
Budgeting
Podcasting

EMPLOYMENT HISTORY

Houston-Galveston Area Council

Marketing Coordinator (2018 - Present)

- Maintain strong social media and brand presence on Facebook, Twitter, and LinkedIn.
- Develop designs for publications, fact sheets, flyers, and graphics for different mediums, including print and digital.
- Enhance client relationships through speaking engagements and trade show exhibitions.
- Coordinate yearly H-GAC Conference efforts.

EveryDopeGirl

Director of Brand Strategy and Engagement (2020 - Present)

- Develop a social media platform strategy for Instagram, Facebook, and Twitter.
- Stay up to date with recent trends and strategize how to implement them into EDC.
- Identify strategic partnerships with brands and influencers.
- Assist with other creative aspects, including but not limited to social media templates, website, and creative designs.
- Coordinated efforts for a digital event with HuffPost and Verizon Media.

Digital Marketing Specialist

Ashford Communities (2017 - 2018)

- Developed and implemented strategic marketing ideas and social media processes catering to multi-family residences.
- Created social media content, marketing collateral, and promotional items for fifteen properties.
- Created and organized Ashford On-Boarding Process.

Marketing Assistant

Texas State University Health Center (2015 - 2017)

- Assisted with developing, revising, and updating marketing tools to promote services at the San Marcos and Round Rock campuses, including social media, the website, print material, videos, and giveaways.
- Nominated for Student Employee of the Year in 2016 and 2017.

EDUCATIONAL HISTORY

Texas State University

Bachelor of Science Electronic Media and Mass Communications, Digital Media Concentration, 2017

- Cum Laude
- KTSW 89.9 News Anchor and award-winning Show Host
- Naturally Y.O.U. Executive Social Media Coordinator
- College of Fine Arts and Communication's Council of Scholars
- NAACP Member - Women in NAACP Committee Member