

JRP Jessica Parente JRP

MARKETING PROFESSIONAL

Summary

Motivated digital marketing specialist with a data-driven approach and an innovative mindset. Proven track record of driving successful campaigns, optimizing brand visibility, engagement, and conversions. Strong attention to detail, effective communication, and collaborative skills contribute to cross-functional team success.

✉ jessica.r.parente@gmail.com

🌐 www.jessicaparente.com

📍 Houston, Texas

Skills

- Social Media Management
- Creative Strategy
- Graphic Design
- Analytics and Insights
- Brand Development
- Video Editing
- Photography

Education

BACHELOR OF SCIENCE

Belmont University
Magna Cum Laude
May 2022

Leadership

BELMONT UNIVERSITY SOFTBALL

2018 - 2022

- Represented the team to coaches, fostering effective communication
- Demonstrated strong leadership, motivation, and support for teammates
- Collaborated closely to achieve team goals
- Exhibited effective communication and interpersonal skills
- Pat Johnson Scholarship Recipient (2022)
- 4-Time OVC Academic Honor Roll (2019-2022)

Experience

DIGITAL MARKETING SPECIALIST

Innovative Driven

2022 - 2023

- Developed and executed social media strategies, resulting in a significant increase of over 14,000 LinkedIn followers.
- Led and managed an employee advocacy program, driving social interaction and thought leadership within the organization.
- Managed LinkedIn ad campaigns, driving leads, impressions, and clicks to the company website and LinkedIn page.
- Created engaging social media graphics, as well as edited podcasts and videos.
- Utilized photography skills to capture images at events, producing high-quality content for marketing campaigns.

FREELANCE GENERALIST

Debevoise & Plimpton LLP

2022 - 2022

- Scheduled and facilitated over 500 meetings between partners, associates, and summer interns.
- Efficiently managed email receipts and database filing.
- Maintained effective communication within the team to meet time demands.
- Managed partners' and associates' schedules and organized meetings.