

jody lynn jackson

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ABOUT

I like pouring over numbers and finding out what works. I equally crave the mixing of mediums — the spillover space where designers and photographers, musicians and dancers, poets and mathematicians meet.

EDUCATION

FLORIDA STATE UNIVERSITY

Bachelor of Arts in Social Sciences
August 2013

SKILLS

MARKETING & ECOMMERCE:

Brand Strategy
Campaign Direction
Affiliate Partnerships
Influencer Marketing
Copywriting

SOCIAL:

Social Strategy
Community Building
Social Analytics

PHOTOGRAPHY:

Film & Digital Photography
Lightroom

VOLUNTEER EXPERIENCE

READING PARTNERS

DENVER.CO • 2014 – 2015
Tutor

EXPERIENCE

AUDIBLE INC • NEWARK.NJ • FEBRUARY 2019 – PRESENT

Designer/Social Editor (Contract)

- + Align marketing efforts across Audible Canada: Merchandising, Acquisition, Awareness, and Amazon channels
- + Partner with external agencies on PR initiatives, influencer marketing, and ATL strategy and activations
- + Own social channels for Audible.CA: calendar planning, copy writing, asset creation and customer support

DRAGONS GROUP • PARSIPPANY.NJ • OCTOBER 2018 – FEB 2019

Social Media Manager (Contract)

Dragons Group is an in-house Agency for Reckitt Benckiser.

- + Launched social presence, strategized for growth, and developed content to engage users and highlight the brand narrative
- + Led RB global and international teams in building out a publishing/listening/analytics tool to integrates across key teams: Compliance, Brand, Social and Consumer Relations

Clients: Mucinex, DUREX, KY, Vitalmins

BEEKMAN SOCIAL • NEW YORK.NY • AUGUST 2018 – OCTOBER 2018

Social Media Manager (Contract)

Beekman is a social-first, creative agency.

- + Pair captivating imagery with original and concise copy: Instagram, Facebook, Twitter, LinkedIn
- + Assist with client proposal strategies and account management
- + Partner with freelancers to design creative: Animators, Videographers, Illustrators

LEGG MASON • STAMFORD.CT • MARCH 2018 – AUG 2018

Social Media Associate (Contract)

Legg Mason is a global asset management firm.

- + Owned all social calendars for LinkedIn, Twitter, Facebook, Instagram, Youtube, and Harvest
- + Provided visual creative direction to in-house design teams to deliver social-friendly assets
- + Partnered with global marketing efforts: LATAM, Italia, China, UK
- + Supplied A/B test opportunities and analyzed data to offer creative insights for low engagement and growth-strategies for increased engagement

Results:

- + Growth of organic benchmark engagement on LinkedIn by 80%

VINTA SUPPLY CO • NEW YORK.NY • JULY, 2017 – MAY, 2018

Marketing Content Manager

VINTA Supply Company is an NYC-based, E-Commerce startup that specializes in photography gear for the modern traveler.

- + Mapped marketing efforts in line with product timelines from overseas manufacturers
- + Served all updates for Facebook, Instagram, Youtube, and Kickstarter
- + Developed strategic brand partnerships and influencer marketing relationships
- + Delivered customer support and community management through social listening via five channels
- + Launched bi-monthly email campaigns to 18K readers

Results achieved:

- + \$178K funding on \$55K Kickstarter campaign goal (325% funding)
- + 16% growth (+5,075 followers) of Instagram followers in 5 months time
- + 2000 unique emails acquired in 30 days through through brand partnerships

JODY LYNN JACKSON CREATIVE • 2012 – PRESENT

Social Consultant, Creative Director, Photographer

- + Clients Include: Turo, Sony Music, Silver Fox Label, Huckleberry Roasters, VINTA Supply Co., Revvies Classics, Savvage Media