

JACQUELINE PHILLIPS

CONTACT

PHONE
732-503-1427

E-MAIL
jacquelinemphillips12@gmail.com

WEBSITE
www.thejacquelinephillipsonline.com

LINKEDIN
www.linkedin.com/in/the-jacqueline-phillips

EDUCATION

James Madison University
Degree: Bachelor's Degree in Media Arts and Design
Concentration in Creative Advertising
Minor in Creative Writing
President's/Dean's Lists

HONORS

Member, National Society of Collegiate Scholars

SKILLS AND ABILITIES

Proficient in various Microsoft applications
Proficient in Adobe Photoshop, Illustrator, InDesign, and Lightroom
Photography and Videography
Editing in iMovie, Final Cut Pro, & Premiere
Working knowledge of WordPress and social media platforms
Research and Strategy
Copywriting
Content marketing blogging
Teamwork
Leadership
Creative Spirit
Data Analysis
Power BI

VOLUNTEERING

Saferides-JMU
Circle K International-JMU
Madipalooza-JMU



EXPERIENCE

DATA ACQUISITION COORDINATOR

NielsenIQ- Remote| August 2020-Present

- Provide administrative support for a team of 9 data analysts to further the goal of producing high quality, promotional data to clients during a vendor switch.
- Develop strategies and launch campaigns to drive team engagement, which is resulting in improved commitment to the company and purpose.
- Collaborate with team members to update and refine client-facing materials to successfully obtain and maintain client relationships.
- Responsible for the promotion of team achievements and successes to the broader organization through the creation of internal communications.
- Produce and refine multiple decks and materials for internal application launches, trainings, and overall educational programs.
- Communicate performance feedback to the field team to guarantee proper data collection in the future after quality analyses.

SOCIAL MEDIA MANAGER-PART TIME

Faith Wachter Consulting- Remote| Sept 2021-Present

- Schedule and create content that attracts donors, educates the audience, and promotes events/programs of a non-profit organization.
- Edit reels and static posts that drives sales, while staying on top of trends for 10+ stores.
- Formulate copy that will engage the target market of that specific post.
- Manage the brand image by maintaining tone and messaging.
- Develop a strategy that aligns with the mission of the non-profit.

MARKETING INTERN

Ozmosi-Spring Lake, NJ | May 2019-August 2019

- Implemented a new marketing strategy to entice prospective pharmaceutical clients into purchasing services.
- Managed and oversaw multiple company websites.
- Produced blog content on the pharmaceutical industry to keep clients aware of current pharmaceutical events and trends.
- Created and edited videos for various social platforms and upcoming conferences.
- Designed handouts and graphics for upcoming conferences.
- Brainstormed and wrote copy intended to drive service sales.

SOCIAL MEDIA AND COPY INTERN

Design 446-Manasquan, NJ | May 2019-August 2019

- Coordinated media campaigns for multiple accounts on Instagram, Facebook, and LinkedIn.
- Prepared copy for social media posts to correlate with events, business information, company history, holidays, and the overall brand.
- Wrote multiple press releases to increase consumer awareness of successful client events.
- Collaborated with website developers to create copy for account websites.

SALES AND PROMOTIONS INTERN

100.1 WJRZ-Manahawkin, NJ | May 2018-August 2018

- Represented the station at community events and interacted with listeners through contests, games, and conversation; therefore, increasing listener satisfaction.
- Documented events through photography.
- Produced live broadcasts with radio jocks.
- Edited videos for optimal performance on the station's social media channels.