



# JESSICA SILVERMAN

 404-579-1705

 jessicasilverman023@gmail.com

 Washington, DC

## EDUCATION

### University of Georgia

Bachelor of Arts in Journalism

Minor in Communication Studies, New Media Certificate  
2014 - 2018

## SKILLS

- Copywriting, Copy editing
- Photography, Videography
- Digital Marketing
- Social Media Marketing
- Email Marketing
- Content Design
- Paid Social Media
- Website Design
- SEO
- Creative Branding
- Strong organizational and time-management skills
- Exceptional communication and interpersonal skills
- Detail-oriented and able to handle multiple tasks simultaneously

## SOFTWARES

- Google Analytics
- Google Ads
- Microsoft Office
- Adobe Photoshop, Adobe Bridge
- iMovie
- Cision
- HubSpot
- Canva
- Asana
- Trello
- Sprout Social
- Buffer
- SEMRush
- Wordpress
- MailChimp

## PROFESSIONAL EXPERIENCE

### Social Media Manager (contract) *Remote*

**Astronomicals** | October 2023 - Present

- Create social media and email content calendars for clients, execute social media and email marketing campaigns.
- Communicate with clients over the results of ongoing campaigns and explain strategy going forward.

### Social Media Strategist *Remote*

**Collabera** | November 2021 - August 2023

- Managed all @collabera\_llc social media channels by creating digital content and responding to comments and direct messages from online community. Notably grew LinkedIn following from 600K to 900K.
- Launched sister company Ascendion's social media presence from scratch, all @ascendioninc accounts were run and grown by me for their first few months.
- Created metrics reports on social media analytics and our share of voice in the marketplace against competitors.
- Was promoted to Marketing Content Strategist in May 2023, wrote thought leadership articles, customer success stories, case studies, and more for the website.

### Digital Marketing Coordinator *Falls Church, VA*

**TeamPeople** | November 2020 - November 2021

- Created content for and managed all @TeamPeopleTV social media channels including Facebook, Twitter, Instagram, and LinkedIn.
- Made website updates and created landing pages, wrote and sent out internal communications, and created materials for clients such as infographics and presentations all with HubSpot and Canva.
- Assisted with recruiting efforts as needed, including phone screens, reference checks, and promoting open roles on social media.

### Social Media Associate *Washington, DC*

**BBYO** | April 2019 - March 2020

- Managed all @bbyoinsider social media channels utilizing Sprout Social and created all content with Canva for Instagram, Facebook, Twitter, LinkedIn, and SnapChat. Also launched their Tik Tok account.
- Attended events as photographer while also maintaining live social media coverage.

### Social Media Associate (contract) *Washington, DC*

**Social Driver** | September 2018 - December 2018

- Scheduled social media content using Buffer, built influencer lists, and created weekly metrics reports for 10+ client accounts in various industries ranging from non-profit to medical organizations.
- Attended client events to perform live social media coverage, an example includes the annual Pepco Zoo Lights.