

# Jacqueline Garcia

Clever and creative marketer with 7+ years of content creation and social media management experience. Thrives on designing unique content that resonates and building comprehensive content strategies that drive results.

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## SKILLS

Content Strategy  
Copywriting  
Storytelling  
Photography  
Videography  
Graphic Design  
Social Media

## TOOLS

Adobe Creative Suite  
Canva  
Hootsuite  
Sprout  
Later  
MailChimp  
Constant Contact  
Wordpress | Drupal  
Hubspot

## EDUCATION

Bachelor of Arts - Film  
Minor Marketing  
San Francisco State  
University

Study Abroad: University  
of Technology, Sydney,  
Australia | Emphasis:  
Marketing & Design

## VOLUNTEER

Na'ankuse Wildlife  
Sanctuary | Namibia,  
Africa May 2018

## EXPERIENCE

### SOCIAL MEDIA & CONTENT MANAGER INTERACTIVE MEDIA MANAGER

Saint Mary's College of California | Moraga, CA | July 2018 - Current

- Owned company social media and established a high performance content calendar. Doubled social media followers, increased channel engagement 20%.
- Interpreted data-driven insights to create content (stories, email marketing, webpages, social, photo, and video) that resonates with Gen Z.
- Led design and communications team on 100+ creative marketing projects for internal departments.
- Translated complex communications into digestible content across social, web, and email for admissions and crisis teams.

### MARKETING MANAGER

Berkeley Humane Society | Berkeley, CA | February 2017- May 2018

- Modernized photography, branding, and graphic design company wide to support campaigns and fundraising goals across website, email, print, and social.
- Executed a fast-moving campaign around disaster relief, resulting in 50+ animal adoptions and additional \$23K in fundraising.
- Managed day-to-day activity across all social channels from concept to execution

### MARKETING MANAGER

Shippers Products | San Ramon, CA | May 2014 - February 2017

- Designed a new company website, increased website traffic by 35% and doubled internet leads.
- Introduced Google Ads and SEO strategies to improve keyword match and rankings
- Spearheaded rollout of Salesforce and integrated marketing automation.

### MARKETING SPECIALIST

Shippers Products | San Ramon, CA | November 2010- May 2014

- Implemented planning and logistics for 40+ industry trade shows.
- Rebranded and designed marketing materials including: sell sheets, print packaging, ads, product photography, graphics, and videos.
- Developed social accounts and set up content calendars for social and blogs.

