

Jasmine Scott

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📍 ATLANTA, GA

Dedicated and resourceful Marketer with exceptional analytical skills focused on engaging audiences through Social Media managing, Campaign Management, Content writing, CRM systems, Google Analytics, Webinars, SEO/SEM, Digital Marketing, Email Marketing, Brand management, and marketing leadership. Highly motivated, keen learner, and a team player focusing on increasing business growth.

EDUCATION:

DemandBase Foundations Certification

Demandbase - Online

Completed December 2022

SEO/Search Engine Optimization Fundamentals Certification

SEMRUSH ACADEMY – Online

Completed March 2020

Bachelor of Business Admin. & Marketing

SAVANNAH STATE UNIVERSITY– Savannah, GA

Graduated December 2012

PROFESSIONAL EXPERIENCE:

Head of Industry Marketing Manager - Infor

06/2022 - Present

- Strategically develop content and promote in various marketing channels to attract B2B enterprise-level audiences with annual revenues of \$500 million & above to help generate sales pipe for the business
- Successfully work closely with sales leaders and several other stakeholders to execute demand-generation efforts and move MQLs down the sales funnel to deals won
- Identify the most effective marketing messages, materials, vendors, media channels, and calls to action for the industry. Advise on campaign concept and creative development to ensure effectiveness for the industry. Use tools like demand base for intent data to target key accounts to market to while optimizing SEO for organic search in search engines such as Google
- Coordinate and plan a variety of events, 3rd party in-person expos, and webinars, and manage the upload of attendees' information into salesforce for the Sales team to further prospect
- Work with internal creative, digital, events, and operations teams on the execution of strategic marketing campaigns across a broad mix of tactics that achieve sales opportunities and pipeline goals, including, but not limited to paid search, paid social, trade publication advertising, association relationship management, email, account-based marketing, vendor evaluation sites
- Create valuable content and copyright, social media management includes designing, creating, editing, publishing, and sharing engaging content on social platforms including Twitter, LinkedIn, Facebook, & more. Analyze metrics and optimize engagement on social accounts. Utilize Hootsuite to manage a calendar and schedule various posts for a strategic time and date to boost engagement

Marketing Manager - Salesforce (Contract)

11/2021 - 06/2022

- Tracking and monitoring metrics of campaign analytics, email nurturing, click-through rates, open rates and A/B testing
- Collaborate with internal teams and external partners to execute marketing projects and lead generation programs
- Develop compelling go-to-market plans, content creation, email campaigns, & other programs that help achieve pipeline and revenue goals, while delivering them to sales and marketing leadership audiences.
- Manage field events, webinars, and other tradeshow and promote activities to internal teams/stakeholders then upload lead lists from events to market. Build trusting relationships and strong communication skills to improve business outcomes
- Manage the relationship with BDRs and the Sales team for alignment to execute marketing activities and initiatives
- Develop content and email communications to the division on a daily basis for updates and marketing automation efforts
- Exceed company goals by measuring the effectiveness of campaign launches and website traffic from keyword search and content

Channel Marketing Manager - Bitcoin Depot

05/2021 - 11/2021

- Post on social media through Hootsuite, create social ads and blog posts to post, reporting of the click rates, and analyzed the call-to-action buttons on posts to boost engagement.
- Identify new opportunities to help the B2B segment grow and generate new leads through paid search, print ads, email campaigns, newsletters, case studies, & more while developing and reporting KPIs
- Manage all coordination and planning of trade shows, webinars, conferences, and virtual seminars
- Plan, train, and launched campaigns while monitoring the success and reporting insights and effectiveness to sales and other teams
- Utilize Salesforce, Pardot, Google Analytics, Powerpoint, Excel, Tableau, and other dashboard platforms to manage data and communicate insights to measure ROI for multiple channels.
- Play a vital role in the new product launches and phase out. Ensure proper communication at launch with all key stakeholders to ensure fast ramp-up at product launches
- Own the B2B direct and indirect channel marketing budget while managing data management & working with partners to improve database accuracy

CUSTOMER**MARKETING MANAGER- Georgia Pacific**

09/2017-05/2021

- Excelled in managing B2B execution of demand generation, and branding, and succeeded in project management
- Manage customer relationships, have a passion for improving processes, enhancing digital platforms, & customer retention
- Report key metrics monthly, utilizing Tableau, SQL, Excel, & PowerPoint presentations to leadership members
- Successfully collaborate with Sales, IT, Marketing, and Design teams to build programs that support sales and CX
- Drive continuous improvement & seek ways to challenge the status quo for the efficient work environment

SALES & MARKETING MANAGER – Independent Contractor Realtor

08/2019 – Present

- Social media management includes designing, creating, editing, publishing, and sharing engaging content on Twitter, LinkedIn, Facebook, TikTok, and more. Analyze metrics and optimize engagement on social accounts. Utilize Hootsuite to manage a calendar and schedule various posts for a strategic time and date to boost engagement.
- Develop, maintain, and execute demand & revenue generation plans to exceed business goals & brand awareness
- Manage and create Google AdWords, optimize the website for SEO to drive traffic generating aiding new business
- Formulate strategic marketing plans on multiple channels, CRM systems, and platforms to build client trust & relationships
- Perfected Copywriting and storytelling to engage the audience while managing social media platforms & other channels
- Edited photography photos in Adobe Photoshop, videos, direct mail, flyers, advertisements, blog posts, and more
- Measure, analyze, and evaluate campaign performance to better leverage marketing automation, ROI, & lead management

CUSTOMER EXPERIENCE ANALYST – Sedgwick/ Home Depot Account

12/2015-09/2017

- Implemented strategies to increase revenue and enhance the overall customer experience for assigned territories
- Supported the development and execution of the CX strategy to drive sales and customer retention for Home Depot
- Enhanced the customer experience by identifying and recommending improvements for areas of the business to leadership
- Possessed strong analytical skills to make critical business decisions that enabled the company to be profitable through customers

SALES ASSOCIATE – SunTrust Bank

01/2013-04/2014

- Identify and serve new and existing B2B clients offering new financial products & services while providing consulting services
- Monitor the monthly activity of clients and highlight potential areas of products to upsell creating a win-win situation
- Provided sales support helping to increase the company's revenue by 15% during the summer months of 2013
- Added value to the organization by overall marketing financial solutions to clients and having a team player attitude to win