

JADE HECKER

Social Media Strategist

PERSONAL PROFILE

I am a well-versed social media strategist and marketing professional with an interest in social media management, digital strategy, and influencer marketing. My experience ranges from a variety of industries including real estate, fashion, retail, travel, and legal. I am a graduate from the University of Florida with a BS in Advertising and a Masters in Mass Communications.

SKILLS AND QUALIFICATIONS

- Social Media Management-Instagram, Facebook, LinkedIn, Twitter(X), TikTok, Threads, YouTube, Pinterest
- Hootsuite Platform Certified
- Google Analytics Certified
- Adobe Creative Suite
- Graphic Design- Canva, Adobe
- Photography
- Influencer Management- Tagger, Grin, CreatorIQ

AWARDS AND RECOGNITION

- The LAGRANT Foundation 2022 Graduate Scholar
- 4A's MAIP Fellow 2021/2022 and Campus Ambassador
- FTBA Scholarship Recipient (2018)
- NCCC Florida Region Scholarship Recipient (2018)
- Julie Eason Smith Memorial Scholarship Recipient (2018)

ACADEMIC HISTORY

University of Florida

BACHELOR OF SCIENCE IN ADVERTISING, HISTORY MINOR, CLASS OF 2021, MAGNA CUM LAUDE
MASTERS OF ARTS IN MASS COMMUNICATIONS, CLASS OF 2022

- Theta Alpha Sorority
- Her Campus UFL Social Media Director
- Ad Society Social Media Director
- Extreme Dance Company Member

CONTACT ME

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BRAND EXPERIENCE

- Amazon Prime Student Social Influencer
- UF TikTok Campus Representative- Fuse Marketing
- Intern Queen College Ambassador
- Her Campus Content Creator-CF, Campus Trendsetters, IHC
- Express College Ambassador
- Princess Polly College Ambassador

EXPERIENCE

MARKETING COORDINATOR

RE/MAX LLC | Remote | March 2023-Current

- Support consumer marketing strategy through the creation of social media content
- Provide on-site and remote social media coverage during events (RE/MAX R4, Albuquerque Balloon Fiesta, BOC, Luxury Forum, etc.)
- Coordinate workflow with different internal teams to create graphics, videos, events and social media posts
- Carry out daily community management and monitoring of organic social content (Over 57,000 messages received in 2024)
- Schedule and create content for consumer social media platforms (Emplifi/Sprout Social) with over 2.4 billion impressions cross-network in 2024
- Monitor social media trends across channels, design and strategy
- Support and coordinate content creation with RE/MAX Creator Network (Influencer Network)

DIGITAL STRATEGY INTERN | 4A'S MAIP 2022 FELLOW

Day One Agency | New York, NY | June 2022 -August 2022

- Assisted with social media strategy for the American Express account
- Created client social reports- social media research on news, trends, influencers, and updated analytics reports
- Attended client strategy meetings
- Contributed to the social launch for American Express Delta Skymiles Reserve card
- Assisted with social coverage of rebrand of Amex Blue Cash Everyday Card

DIGITAL MARKETING ASSISTANT

UF Performing Arts | Gainesville, FL | August 2021 -December 2022

- Created digital marketing and social media assets for the University of Florida Performing Arts department
- Provided social media graphics, videos, email marketing templates, and other various content for multiple social media channels
- Established a TikTok channel for UFPA and utilized video content on more channels such as IG Reels
- Completed Masters capstone project with research on social media strategy for UFPA's various social platforms

DATA ANALYTICS INTERN | 4A'S MAIP 2021 FELLOW

Publicis Media- Zenith Media | New York, NY | June 2021-August 2021

- Gained remote experience in data analytics on the Verizon Media (VM1) Account under Zenith Media, a Publicis Media Agency
- Interacted with strategy, engineering, and investment teams in a large media agency setting
- Contributed to data analytics team on quarterly projections for media spend across multiple platforms for digital ads on the B2B side

SOCIAL MEDIA ACCOUNT MANAGER

I Am Creative LLC | Gainesville, FL | June 2020 -May 2021

- Lead rebrand of internal agency branding and social media accounts- Instagram, Facebook, LinkedIn
- Created content for internal social media channels and clients- social media graphics, social copy, blogs, content calendars, etc.
- Collaborated alongside videography and other internal team members to launch marketing materials

SOCIAL MEDIA INTERN

Journey | New York, NY | August 2020-November 2020

- Contributed to social media channels for a start-up travel agency during the height of the pandemic
- Created content for Instagram, Facebook, TikTok, and Twitter using a content calendar (AirTable) with scheduling software (Later)
- Established a TikTok channel for the brand and created videos with existing material
- Cooperated with social media team to post a variety of travel content and drive traffic to Journey Stories (blog posts)

PUBLIC RELATIONS INTERN

Right on Red Public Relations | Orlando, FL | June 2020 - July 2020

- Compiled media reports and pitch lists for clients of boutique PR firm
- Collaborated on client research, PR campaigns, and blog posts for local clients
- Created an original mock campaign for one of the clients