

JASMINE HENDERSON

J A S M I N E H E N D E R S O N . C O M

CONTACT INFO



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Address

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Website

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EXPERTISE

- Basic HTML
- Project Management
- Video Editing
- Data Analytics
- Storytelling
- Copywriting & Editing
- Brand Awareness
- SEO tools and best practices
- Lead Generation
- Graphic Design
- Social Media Planning
- B2B Marketing

TOOLKIT

- Adobe Creative Suite - Premiere Pro, InDesign, After Effects, Illustrator
- Google Analytics
- Hootsuite
- CRM Management Platforms
- CMS Platforms - Wordpress, Squarespace,
- Salesforce
- Hubspot
- Mailchimp
- Typeform
- G Suite & Microsoft Office

EDUCATION

B.S. in Communications
(Journalism)

B.S. in International Studies

University of Miami

2008 - 2012

MARKETING EXPERIENCE

Marketing Manager

Impetus - A Palmisano Company (New Orleans, LA)

2022- present

- Developing and executing the monthly social media calendar, social ads, and ROI reports.
- Exploring new content opportunities for maximum market exposure in hospitality, affordable housing, and commercial construction by deeply understanding clients, internal brands, and the industry.
- Introducing new SaaS systems to automate marketing and employee experience operations.
- Supporting the marketing director in managing partner agencies and vendors.
- Managing daily and weekly messages for prospective trade partners, hires, and clients on digital platforms, including social media and company websites.
- Owning the digital creative development and execution for social media and digital platforms.
- Supporting brand strategy direction and brand voice across external platforms as attached to ROI and industry benchmarks.
- Amplifying industry news, project updates, and accomplishments through advertising, social networks, and alternative creative approaches.

Social Media & Digital Marketing Manager (contract) New Orleans Career Center (New Orleans, LA)

2021 - 2022

- Created a content strategy to include student voices in marketing, recruitment, and fundraising.
- Managed social media content, email campaigns, and website.
- Produced presentations and pitch decks to report KPIs and demonstrate program value to internal collaborators for voice, recruitment, and surveying.
- Collaborated with the core strategy, program developers, and customer-facing teams to analyze data to curate impactful student and alumni stories.
- Managed outsourced videographers and social media managers to execute content for the social media calendar and brand materials.

Creative Director, Co-Founder Growhaus Studio (New Orleans, LA)

2016 - 2022

- Led research and development to create content roadmaps for converting buyers and driving traffic through digital channels.
- Sourced and managed freelancers to support content marketing strategies and produce high-quality content for clients on time.
- Developed a deep understanding of clients' business to maximize brand exposure.
- Developed and implemented content marketing strategies to drive brand awareness, lead generation, and customer engagement for various clients.
- I created customer success stories for clients in the tech and education industries by producing case studies, testimonials, references, reviews, videos, webinars, events, social media, and PR.
- Managed project budgets and entries for finance forecasts.
- Collaborated with stakeholders to automate e-commerce, marketing, and reporting with SaaS systems.
- Managed outsourced designers, videographers, software developers, and other specialists to execute content and oversaw production costs.

Director of Digital Marketing Eccolo Ltd. (Brooklyn, NY)

2014 - 2016

- Created the company's first content strategy for B2B and B2C customers and executed all digital and print marketing, including product photography and website.
- Created B2B and B2C communities via data-driven promotions like email, social media, and website. Over 30K online followers resulted in improved KPIs for customer storytelling and product development strategies.
- Collaborated with product development, sales, customer success, and other teams to obtain impactful customer stories.
- Created SEO-optimized content for e-commerce, including product descriptions, video descriptions, landing pages, blogs, and social media posts, to guide the buyer journey and generate leads in larger markets.
- Tracked and measured key performance indicators (KPIs) to understand sales and traffic growth. Reported marketing qualified leads (MQLs) to product and sales teams.
- Consistently developed partnership and customer campaigns to provide new marketing opportunities, resulting in increased revenue for the brand.