

# Jackie Vetrano

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## Experience

- Social Media Coordinator, Skidmore College** Dec.'15 - Present
- Implemented the College's social media strategy
  - Wrote and published engaging news stories to college website
  - Produced monthly analytic reports to dictate social media strategy
  - Served as expert of digital marketing and social media for campus partners
  - Collaborated with the News, Web, and Marketing teams
  - Implemented marketing campaigns inclusive of effective social media use
  - Developed, produced, edited, and hosted This is Skidmore, the podcast
  - Promoted from Social Media Assistant after 6 months
- Customer Success Manager, Merit Pages** Oct.'14 - Sept.'15
- Strategized and implemented internal marketing campaigns
  - Hosted software training and strategy-building webinars
  - Utilized influential data to encourage healthy customer behavior
- Marketing Director, Rochester Gay Men's Chorus** July '14 - June '15
- Developed and implemented content strategy for [thergmc.com](http://thergmc.com)
  - Created innovative marketing techniques with traditional and new media
  - Produced and distributed press releases and web stories in a timely fashion
- Web & Social Media Coordinator, SUNY GCC** Jun.'13 - Sept.'14
- Assisted in the conversion to a new content management system
  - Created and edited content to be used for the college website
  - Served on: Web Team, IT Group, and chaired the Social Media Group

## Skills and Expertise

### Community Management

Facebook, Twitter, LinkedIn, Pinterest, Google+, YouTube, Instagram, Snapchat, TweetDeck, HootSuite, Wordpress, MailChimp, Advance

### Communication

Press Release, Blogging, Web Content, Interpersonal, Public Speaking  
Mura, Drupal, OUCampus

### Marketing

Facebook, Twitter, Snapchat, Instagram, LinkedIn,  
Google Analytics UTM tracking

### Software

Photoshop, Illustrator, InDesign, Word, Power Point, Excel,  
Keynote, Google Drive, QuickTime

## Education

- State University of New York at Geneseo** May '13
- GPA: 3.48  
Bachelor of Arts, Communication: Journalism and Media  
Computer Science, Graphics Production
- Georgetown University** June '19
- Master's of Professional Studies, Integrated Marketing Communication

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## *Honors, Awards, and Recognition*

Best of Track, eduWeb 2017 Conference "Other Duties as Assigned: Creating a Podcast"	Aug. '17
50 Marketing and Comm. experts to follow on Twitter bit.do/PickleJar50	May '17
Four Ways to Enhance the Value of Your Podcast tiny.cc/SMBarrowsBlog	Aug. '15
Promoting Yourself with a Great Online Resume tiny.cc/WebsPortfolio	Sept. '14
Employee of the Month, Genesee Community College	Dec. '13

## *Select Presentations and Contributions*

Crafting a Pinterest strategy to drive engagement Journal of Education Advancement and Marketing	June '15
Presenter, eduWeb 2017 tiny.cc/eduWeb17	June '15
Presenter, CASE DII Conference tiny.cc/CASEDII17	Feb. '17
Guest, Marketing Live tiny.cc/hel-pinterest	Aug. '16
Presenter, HighEdWeb Regional and National Conferences tiny.cc/heweb16 tiny.cc/hewebNY15 tiny.cc/hewebPITT14 tiny.cc/heweb13	Oct. '16 June '15 April '14 Oct. '13
Foundations of Academic Success: Words of Wisdom tiny.cc/SUNYWOW	Aug. '15
Guest, Student Affairs Spectacular Podcast tiny.cc/SAPodcast62	June '15
Presenter, HigherEd Experts Social Media Conference tiny.cc/HESMC13	Nov. '13

## *Activities and Volunteering*

Track Chair eduWeb 2017 Conference	Aug. '17
Conference Chair, Alpha Phi Omega Region II Volunteer Conference	July '16
Communications Coordinator Region II, Alpha Phi Omega	April '16 - Present
Chapter Advisor, Alpha Phi Omega Alpha Delta Eta Chapter	June '15 - June '16
Higher Ed Social Podcast Co-Host, Co-Producer highered.social	Dec. '14 - Present
LINK Journal, link.higheredweb.org Editor, contributor bit.do/LINKMag	Dec. '14 - Present

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