

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
 - 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

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| 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

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| 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

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| 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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