

Experience

- Online Marketing & Social Media Manager, UNC Chapel Hill Current
- Drove social media and web content decisions by using data and reporting
 - Developed weekly and monthly data reports to be delivered to top stakeholders
 - Initiated strategic paid and organic digital marketing strategies
 - Shaped and implemented the University's social media strategy
 - Managed \$50,000 digital marketing budget
 - Served as contact during crisis including PR, weather, and on-campus emergencies
 - Developed and implemented brand awareness campaigns for key audiences
- Social Media Coordinator, Skidmore College Dec.'15 - Feb. '18
- Implemented the College's social media strategy as expert for campus partners
 - Wrote and published engaging news stories for college website
 - Produced monthly analytic reports to dictate social media strategy
 - Implemented marketing campaigns to support campus-wide goals
 - Managed \$30,000 digital marketing budget
 - Developed, produced, edited, and hosted This is Skidmore, the podcast
- 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
- 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
 - Awarded Employee of the Month in December 2013

Skills and Expertise

Community Management

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

Communication

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

Marketing

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

Software

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

Education

- State University of New York at Geneseo May '13
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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Jackie Vettrano

Activities & Volunteering

Coach and advisor, digital strategy and social media	Ongoing
Founder, ConnectEDU Podcast Network	Feb. '18 - Present
Track Chair, Marketing, Content, and Social Media Higher Ed Web 2018 Conference	Feb. '18 - Present
Track Chair, Using Data and Analytics eduWeb Digital Summit: 2017, 2018	Mar. '17 - Present
Region II Communications Coordinator Alpha Phi Omega	April '16 - Feb. '18
Conference Chair, Region II Volunteer Conference Alpha Phi Omega	July '16
Marketing Director, Rochester Gay Men's Chorus Consultant	July '14 - June '15
Co-host and Co-producer, Higher Ed Social Podcast	Dec. '14 - Present
Editor and contributor, LINK Journal	Dec. '14 - Present

Select Presentations & Contributions

Panelist: Harnessing the Power of Social Media Council of Independent Colleges 2018 College Media Conference	June '18
Panelist: Podcasting in Higher Ed CASE Social Media and Community Conference	June '18
Are you Listening? Leverage Podcasts to Meet Your Goals Guest blogger, Brain Waves by Campus Sonar	April '18
Launching a Podcast at Skidmore College Guest, Enrollment Growth University podcast	Dec. '17
Other Duties as Assigned: Creating a Podcast eduWeb Digital Summit 2017 Winner: Best of Track, Web Tools and Hacks	July '17
Nailing Pinterest: It's not all Wedding Dresses and Desserts Higher Education Web Professionals National Conference 2016	Oct. '16
Crafting a Pinterest strategy to Drive Engagement Journal of Education Advancement and Marketing	June '15
It's Like Online Dating Author, Foundations of Academic Success Words of Wisdom	Aug. '15

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