

# Jackie Vetrano

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Chapel Hill, NC

## CURRENT EXPERIENCE

**Assistant Director, Marketing at UNC Kenan-Flagler School of Business** since October 2019

- Champion successful lead nurturing program based on enrollment goals
- Perform A/B testing and email optimization using Hubspot
- Collaborate with Full-Time, Evening, and Executive MBA programs admissions
- Perform audience research in order to enhance email communications and inbound marketing strategy

## PAST ROLES

### **Online Marketing & Social Media Manager**

UNC-Chapel Hill

### **Social Media Coordinator**

Skidmore College

### **Customer Success Manager**

Merit Pages

### **Web & Social Media Coordinator**

Genesee Community College

## SELECT HONORS & PRESENTATIONS

### **Board of Directors**

Higher Ed Web Association

### **From “UMM” to “UTM”**

HeWeb 2019 Lightning Talk

### **2019 Mover and Shaker: Innovation**

The Social Shake Up

### **Gold Award: New Media**

Higher Education Marketing Report

### **“Harnessing the Power of Social Media”**

Council of Independent Colleges

### **Best of Track**

eduWeb 2018 Summit

### **“Launching a Podcast at Skidmore College”**

Enrollment Growth University podcast

### **Region II Volunteer Conference Chair**

Alpha Phi Omega

## RELEVANT EXPERIENCE

### **Marketing**

- Integrated marketing strategy development
- Budget-setting and strategy for major social media platforms
- Use of Google Analytics for audience research & reporting
- Data analysis after conclusion of effort based on goals
- Develop personas for major campaigns using market research
- Inbound marketing strategy & lead nurturing
- Email marketing & communication

### **Content**

- Social media content production for major platforms
- Storytelling on social media & digital platforms
- Podcast producing, writing, hosting, & editing
- Implementation of SEO & content strategy methods
- Successful subject interviews to enhance stories

### **Social Media**

- Strategy development for all major platforms
- Crisis messaging, management, & monitoring
- Social media content calendar development
- Managed \$45k+ social media marketing budget
- Implementation of organic & paid strategies on major platforms

### **Programs**

- Adobe Suite: Photoshop, InDesign, Audition
- Google: Analytics, Data Studio, Drive
- Microsoft: Word, Excel, PowerPoint, Outlook
- QuickTime
- Garage Band
- Talkwalker
- Slate by Technolutions
- Sprout Social, Hootsuite, Tweetdeck
- Mailchimp, Hubspot

## EDUCATION

### **Georgetown University**

MPS, Integrated Marketing Communication

### **SUNY Geneseo**

BA, Communication: Journalism and Media  
Computer Science, Graphic Production