

Jackie Vetrano

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Chapel Hill, NC

CURRENT EXPERIENCE

Assistant Director, Marketing & Prospect Management since October 2019
at UNC Kenan-Flagler Business School

- Champion lead nurturing email strategy and tactics based on enrollment goals
- Perform A/B testing and email optimization using Hubspot
- Collaborate with members of admissions to create a clear yield and pre-MBA communication strategy
- Perform audience research in order to enhance email communications and inbound marketing strategy
- Assist with website edits and updates using Wordpress

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
- Data analysis after conclusion of effort based on goals
- Managed \$45k+ social media marketing budget
- Inbound marketing strategy & lead nurturing
- Email marketing campaigns & newsletter strategy
- Create customer journey maps and personas

Content

- Repurposing of content for effective email messaging strategy
- Storytelling on social media & digital platforms
- Podcast producing, writing, hosting, & editing
- Implementation of SEO & content strategy methods
- Successful subject interviews to enhance stories
- HTML/CSS to maintain websites and develop email templates
- Crisis messaging, management, & monitoring
- Social media content calendar development
- Implementation of organic & paid strategies on major platforms

Data

- Use of Google Analytics for audience research and reporting
- Email optimization through A/B testing
- Assessment of ROI of paid efforts based on internal benchmarks

Programs

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

EDUCATION

Georgetown University

MPS, Integrated Marketing Communication

SUNY Geneseo

BA, Communication: Journalism and Media

Computer Science, Graphic Production