

Jasmine M. Woods, MBA

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SUMMARY

Innovative marketing consultant with 4+ years of experience in digital marketing, social strategy, and providing strategic guidance to enhance social media and marketing engagement. Skilled social media manager with a talent for creating compelling impactful content, maximizing reach, and elevating brand awareness across diverse platforms.

EXPERIENCE

Marketing/Social Media Coordinator

Plant A Seed in Our Youth Foundation through AmeriCorps VISTA

October 2021 – Present, Bossier City, LA

- Establish and manage social media platforms to effectively reach and engage the community, resulting in a 20% increase in YouTube subscribers and the creation of compelling video content.
- Design and produce innovative marketing and promotional materials to raise awareness among the public, resulting in a 15% increase in donors and supporters for PASYF.
- Develop and distribute quarterly newsletters, expanding the subscriber base and achieving a 10% growth in email subscribers for newsletters and campaigns. Implement a digital archive system to facilitate easy access to newsletters and subscriber information for staff and VISTA members.
- Enhance the organization's web presence by expanding the website with new information, including videos, additional pages, and expanded giving opportunities. This resulted in a 25% increase in website traffic and donor engagement.

Marketing Consultant

The Millennial Consultant

January 2019 – Present, Shreveport, LA

- Develop and implement unique social media messaging for a diverse clientele, driving a 30% increase in engagement and a 25% growth in follower base.
- Leverage data points from all social media sites to understand success rate of campaigns and provide measurements for retooling of campaigns for higher ROI.
- Effectively execute social media strategies and campaigns to meet business objectives, driving website traffic and facilitating conversion.
- Utilize data analysis from various social media platforms to evaluate campaign success rates, leading to a 20% improvement in ROI and the optimization of underperforming campaigns.
- Drive internal brand management initiatives, contributing to a 50% increase in brand consistency and recognition.

Administrative Assistant

Pragmatic Tax Solutions

January 2021 – May 2021, Shreveport, LA

- Implemented a streamlined appointment booking system, boosting office efficiency by 15%.
- Fostered strong relationships with new and returning customers, resulting in increased customer loyalty.
- Successfully managed tax documents and essential information, ensuring accuracy and confidentiality.
- Developed and implemented an efficient filing solution, improving records management and facilitating prompt customer follow-up.
- Spearheaded innovative email campaigns, informing customers about the upcoming season and achieving a 20% increase in engagement rate.

EDUCATION

Master of Business Administration

Louisiana State University – Shreveport • Shreveport, LA • 2018

Bachelor of Science in Finance

Southern University • Baton Rouge, LA • 2017

CERTIFICATIONS

Google UX Design Certificate – In progress

Coursera

SKILLS

Adaptability, Collaboration, Content Creation & Email Marketing, Entrepreneurial, Graphic design tools (Canva), Interpersonal, Project Management, Social Media Management