



# JESS MISHICO

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## PROFESSIONAL SUMMARY

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Creative marketing professional with a strong track record of developing and executing data-driven strategies that enhance brand awareness, audience engagement, and ROI. Skilled in leveraging analytics and consumer insights to optimize campaigns across social media, SEO, and content marketing. Background in education provides the ability to simplify complex concepts into clear, compelling messaging that resonates across diverse platforms, ensuring maximum impact and accessibility.

## EXPERIENCE

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Alchemco | Richmond, VA  
**Marketing Manager**  
05/2024 - Present

- **HubSpot Certification & CRM Optimization:** Managed and optimized lead generation efforts, email campaigns, and CRM workflows using HubSpot and Concora. Introduced and implemented HubSpot training for a team of 10+ and obtained HubSpot Marketing Hub Certification.
- **Content Creation & Digital Design:** Developed 100+ original branded content assets, including brochures, ads, and presentations. Designed and optimized 30+ SEO-driven web pages.
- **Digital Marketing & Campaign Execution:** Launched and managed 50+ digital campaigns, including weekly and event-specific promotions, resulting in a 132% increase in social media engagement and a 48% rise in inbound leads.
- **Career Progression & Leadership:** Hired as a Marketing Strategist and promoted to Marketing Manager for outstanding performance, leadership, and results-driven contributions.
- **Special Project:** Led the sole design and creative direction for Alchemco's 30' x 60' booth at the World of Concrete international trade show. Digitally rendered and mapped the full booth layout to create a high-impact, brand-aligned experience.
- **Creative Strategy & Content Development:** Crafted brand storytelling frameworks that enhance engagement, developed content strategies for websites and social media, and designed SEO-optimized, high-converting websites to reinforce brand messaging.
- **User Experience (UX) & Digital Design:** Applied UX/UI best practices to improve navigation and accessibility, built and customized Squarespace, WordPress, and Shopify websites, and created custom graphics to enhance brand impact.
- **Strategic Recruitment & Talent Acquisition:** Designed and executed targeted recruitment strategies to attract top talent, leveraging data-driven insights and market trends. Spearheaded high-volume, full-cycle hiring efforts in collaboration with hiring managers, achieving a 4x higher conversion rate than the company average.
- **Marketing-Driven Talent Sourcing:** Partnered with the Marketing team to create innovative multi-channel recruitment campaigns, utilizing SEO, social media, digital ads, and content marketing to drive qualified applicant traffic.
- **Talent Pipeline Development:** Built and maintained a proactive talent pipeline, leveraging networking events, industry partnerships, and digital outreach to ensure a steady stream of high-quality candidates.
- **Design & Visual Communication:** Created high-quality visual assets, presentations, and curriculum materials that aligned with brand aesthetics and storytelling objectives.
- **Developed and managed** program budgets, monitored expenses, and identified cost savings opportunities.

Freelance  
**Web Design & Creative Strategy**  
03/2022 - Present

AWP Safety | Richmond, VA  
**HR & Marketing Recruiter**  
04/2023 - 05/2024

San Jose Public Schools | San Jose, CA  
**Creative Program Director**  
06/2020 - 06/2022

## EDUCATION

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**Bachelor of Arts (B.A.)** in Art Education  
Cal Poly Humboldt

## SKILLS

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- Strategic planning
- Marketing analytics
- Creative direction
- Marketing campaign development
- CRM management
- Data analytics