

JESSICA BAKER

Des Moines, Iowa | (712)-730-1399 | jessi20240@gmail.com

MARKETING & COPYWRITING SPECIALIST

SUMMARY

Marketing professional with experience supporting digital, social, email, and print marketing initiatives across multiple brands and industries. Skilled in content creation, campaign execution, and audience engagement, with a strong understanding of brand consistency across channels.

EXPERIENCE

Senergy Marketing Group

Marketing Specialist

August 2024 - Present

Remote

- Supported marketing campaigns from initial planning through execution using multi-channel marketing efforts across social, email, web, and print channels
- Created marketing assets for 8 client accounts across multiple industries
- Collaborated on press releases, promotional posts, email campaigns, app content, and website updates aligned with client goals
- Monitored social media trends and campaign performance metrics to inform content adjustments
- Applied performance insights to optimize content and improve engagement

EDUCATION

Iowa State University

Bachelor of Science, Marketing

December 2024

Ames, Iowa

SKILLS

- Copywriting
- Content Creation
(Digital & Print)
- Performance Analysis
(Google Analytics, Meta Business Suite)
- Strategic Messaging
- Teamwork & Collaboration
- Campaign Planning

TOOLS

- WordPress
- Wix
- Microsoft Office
- Loomly
- Hootsuite
- Adobe Creative Cloud
- Constant Contact
- ZoHo
- Mailchimp