

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

August 2024 - Present

Marketing Specialist

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

December 2024

Bachelor of Science, Marketing

Ames, Iowa

SKILLS

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

TOOLS

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