

# JESSIE PINE

MARKETER

## SKILLS

Marketing Strategy  
Account Management  
Social Media  
Event Planning  
Microsoft Office  
Google Apps  
Copywriting  
Search Engine Optimization  
WordPress

## EDUCATION

MISSOURI STATE UNIVERSITY  
Springfield, MO

B.S. Marketing Management  
2010 - 2014

## COMMUNITY INVOLVEMENT

BOSCO RAINBOW HOME  
Bangalore, India

Created positive environment for young orphaned girls with playtime activities.  
Founded Raising up Rainbows, a charity that funded a water heater for the home.  
Personally raised 40% of total contribution.

## CONTACT

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## EXPERIENCE

### ACCOUNT EXECUTIVE

Think Tank PR and Marketing | March 2017 - Present

- Represent multiple clients of varying sizes and industries
- Establish marketing plans that include social media, web content, email marketing, public relations, and special projects as appropriate
- Advance client projects from idea creation to successful execution
- Develop social media campaigns and oversee social media management
- Onboard new clients and adapt marketing plans to individual client needs
- Report progress to clients using statistics presented visually

### MARKETING SPECIALIST

Rock Dental Brands | September 2015 - February 2017

- Planned and implemented marketing plans for over 30 dental offices offering orthodontics, oral surgery, pediatric dental, and general dentistry
- Coordinated various groups such as graphic designers, web developers, ad vendors (outdoor, online, print), as well as home office and dental office staff to ensure the successful implementation of marketing plans
- Maintained a careful budget and tracked spending throughout the implementation of marketing plans and promotions
- Analyzed patient referral data to determine where to focus marketing efforts for each office
- Onboarded newly acquired offices by transitioning them into their respective brand and creating marketing plans specific to each acquisition

### SOCIAL MEDIA COORDINATOR

Ron Sherman Advertising | February 2015 - September 2015

- Wrote SEO copy and blog articles for client websites
- Created, enhanced, and monitored all client social media accounts

### ACCOUNT COORDINATOR

Moroch Partners | August 2014 - February 2015

- Proposed and executed marketing plans to client (McDonald's) with the use of research, vendor products, and creative concepts
- Coordinated meetings with clients and McDonald's corporate management
- Managed multiple McDonald's social media accounts
- Served as Public Relations representative for McDonald's