

Jennifer Ling

ADVERTISING AND MARKETING SPECIALIST

Detroit, Michigan | jenniferling5@gmail.com | shesgoingplaces.co

A thought-provoking leader in the manufacturing industry, seeking a growing opportunity to manage projects where my ability to work under pressure efficiently, quickly learn new skills, and three years of marketing experience can be fully utilized.

SKILLS

- Project Management
- Content Management
- Website Management
- Vendor Management
- Brand Management
- Website Development
- Social Media Marketing
- Digital Media Analytics
- Email Campaign Marketing
- Creative Thinking
- Written and Verbal Communication
- Adaptability
- Attention to Detail
- Art Direction

EXPERIENCE

Kalamazoo Outdoor Gourmet

Marketing Specialist

April 2022 | Present

Chicago, IL

- Spearheaded weekly marketing newsletters to 37,000+ subscribers, increasing e-comm conversion rate over 200%.
- Prepared 10+ shot lists for photographers to secure dozens of media assets.
- Created comprehensive quarterly content plan to fill in any missing gaps around product line.

Marketing Coordinator

Jan 2020 | March 2022

- Facilitated several photoshoots for advertising campaigns to serve as marketing collateral.
- Promptly coordinated website changes on 30+ key pages for product launch.
- Led implementation of first company digital asset management (DAM) software.
- Implemented new paid social media strategy, increasing paid social traffic over 190% YoY.
- Analyzed monthly social metrics and performance, reported findings to leadership.
- Engaged in cross-department communication to determine specific asset needs.
- Provided detailed insights to team members on marketing collateral and product messaging.
- Reported to Head of Marketing.

Marketing Intern

June 2019 | Dec 2019

- Oversaw company social media platforms and increased Instagram following over 200%.
- Created social media plan for new product launch. Generated first direct sales via social media for a major product.

EDUCATION

Grand Valley State University

Bachelor of Business Administration, Marketing

April 2019

Grand Rapids, MI