

# Jessica Fidel

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Creative marketing professional with a track record of driving brand awareness and engagement across various platforms, seeking a challenging opportunity to develop technical skills and creative passions.

## Experience

### Product Photographer | Doubletake Consignment

Short Hills, NJ - April 2024 to Present

- Responsible for studio coordination including lighting, arranging luxury products, and capturing high-quality images optimized for E-commerce.
- Retouches images, ensuring consistent quality, and uploading to Shopify with proper product categorization.
- Organizes digital assets, collaborating with E-commerce Manager.
- Creates an increase in website traffic.

### Marketing Associate | IC Summits/Retail Summits

New York, NY - August 2022 to March 2024

- Created and managed content for event promotion emails to move customers from awareness through consideration.
- Promoted educational content through organic and paid social media strategies for Retail Summits, Resulted in an 150% increase in followers.
- Collaborated cross-departmentally with Event Production and Sales Teams.
- Managed event material creation and organization of digital assets.
- Developed visually captivating branded elements for onsite event materials, including presentations, signage, and event directory websites.
- Demonstrated exceptional skills in event photography, capturing key moments and producing high-quality still-image and short-form video content.

### Social Media Manager | TCNJ iSTEM Department

The College of New Jersey - Ewing, NJ - October 2021 to May 2022

- Directly supported Department Chair to create content to enhance the online presence, leading to a 10% increase in followers across all social media platforms.
- Created short-form video and still image content for all social platforms.
- Managed social media analytics, identified patterns and develops strategies to engage current students and create awareness of the department to potential students.

## Volunteer Services

### Writer & Photographer | Tropical Goth Magazine

LGBTQ+ Music Magazine - June 2023 to Present

- Captures dynamic moments in challenging low-light & high-movement environments.
- Skillfully edits all photographs to enhance visual aesthetics, ensuring the delivery of stunning and impactful images.
- Coordinates with artist Public Relations and Marketing teams to deliver images.

## Education

The College of New Jersey

Bachelor's of Science - Marketing

- Digital Marketing
- Content Creation
- GPA 3.71/4.00
- Latin Honor Cum Laude
- Community Service Work with Homefront of Trenton
- Vice President of Member Development Alpha Xi Delta

## Certifications

- Klaviyo Product Certificate
- Google: Foundations of Digital Marketing and E-commerce
- Google: Attract and Engage Customers with Digital Marketing

## Skills

### • Technical Skills:

- ActiveCampaign, Klaviyo, LinkedIn Campaign Manager, Meta Business Suite, Adobe Photoshop, Canva, Shopify, Microsoft Office, Event & Portrait Photography, Squarespace, WordPress, Wix.

### • Marketing Skills:

- Digital Marketing, Social Media Management Instagram, LinkedIn, X, Facebook, TikTok, E-commerce, Content Creation, Email Marketing.

### • Soft Skills:

- Copywriting, Interpersonal Skills, Team Collaboration, Time Management.