

# Jessica Fidel

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Photo Portfolio: [gofc.photography](http://gofc.photography)

Creative event marketing professional with a track record of driving awareness and engagement through content marketing, seeking a challenging opportunity to develop technical skills and creative passions within the events sector.

## Experience

### **Marketing Associate | Union County Performing Arts Center**

Rahway, NJ - January 2025 to Present

- Drives audience growth through data-driven event campaigns, leveraging a mix of targeted email automation, grassroots outreach, paid social advertising, and strategic media placements negotiated directly with external vendors.
- Directs end-to-end production of all marketing collateral for institutional branding and 25+ events, ensuring 100% brand alignment across digital, print, and venue-wide installations.
- Assists with PR initiatives, including tabling at community events, press announcements & influencer content to drive the non-profit's mission of creating access to the arts for all.
- Synthesizes monthly marketing KPIs into executive reports to guide Board-level strategic decision-making.

### **Product Photographer | Doubletake Consignment**

Short Hills, NJ - April 2024 to January 2025

- Responsible for studio coordination including lighting, arranging luxury products, and capturing high-quality images optimized for E-commerce.

### **Marketing Associate | IC Summits/Retail Summits**

New York, NY - August 2022 to March 2024

- Executed content marketing strategies for event promotion through email and social media channels. Resulted in an 150% increase in followers and 25% increase in ticket sales.
- Collaborated cross-departmentally with Event Production and Sales Teams.
- 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.
- 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

## Certifications

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

## Skills

### **Technical Skills:**

- VBO Ticket CRM, Salesforce CRM, Constant Contact, Google Analytics, Google Tag Manager, Adobe Photoshop, Cap Cut, Canva, Shopify, Microsoft Office, Event Photography, Wordpress.

### **Marketing Skills:**

- Digital Marketing, Social Media Management, E-commerce, Content Creation, Email Marketing.

### **Soft Skills:**

- Copywriting, Interpersonal Skills, Team Collaboration, Organization, Time Management, Community Outreach.