

JESSE R. PEREZ

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Career Objective

Energetic and hard-working graduate student with excellent communication and customer service skills, working towards a Masters in Digital Marketing at Northern Illinois University.

Additional Skills

- MailChimp
- Videography/Photography
- Digital Marketing
- Premiere Pro
- Sales
- Photoshop

Education

Summer 2021 - Fall 2022
Northern Illinois University

Master's In Digital Marketing

3.28 GPA

Fall 2018 - Spring 2021
Northern Illinois University

Bachelor of Science in Marketing

Certificate/Emphasis: Digital Marketing and Retail Management
3.25 GPA

Fall 2016 - Spring 2018
Waubensee Community College

Associate in Arts Business

3.28 GPA

Work Experience

March 2023 - Present
Home For Life Advantage

Digital Marketing Specialist

- Produced captivating **visuals** (video/images) for online advertisements to enhance brand visibility.
- Designed compelling materials for events, new locations, and sales opportunities.
- Orchestrated impactful **social media strategies**, fostering engagement and expanding the brand's online presence.
- Implemented and optimized **Google Ad** campaigns, driving targeted traffic and maximizing ad performance.

December 2022 - March 2023
Welocalize

Advertisement Quality Rater

- Evaluated video, text, search, and image advertisements to ensure quality aligned with consumer search expectations.
- Communicated with team manager to ensure that advertisements are organized to partners preference.

July 2021 - September 2022
NIU Continuing Professional Education

Marketing Graduate Assistanship

- Created company **newsletters** to send to clients to boost engagement for our courses.
- Contacted professionals to host webinars and design **blogs** to gain content for the website.
- Consistent **social media** posting on Facebook and LinkedIn, to keep clients up to date with upcoming courses.

Organizations

Fall 2019 - Fall 2022

Sigma Alpha Mu, Gamma Lambda Fraternity

- President: Summer 2021 - Fall 2021
- Vice President: Spring 2021
- Candidate Educator: Fall 2020
- Recruitment Chair: Spring 2020 - Fall 2020
- Public Relations: Fall 2021 - Fall 2022