

JACQUELINE PHILLIPS

CONTACT

PHONE
732-503-1427

E-MAIL
jacquelinemphillips12@gmail.com

WEBSITE
www.jphillipsonline.com

LINKEDIN
www.linkedin.com/in/the-jacqueline-phillips

EDUCATION

James Madison University
Degree: Bachelor's Degree in Media
Arts and Design
Concentration in Creative Advertising
Minor in Creative Writing
President's/Dean's Lists

HONORS

Member, National Society
of Collegiate Scholars

SKILLS AND ABILITIES

Proficient in various Microsoft applications
Proficient in Adobe Photoshop, Illustrator,
InDesign, and Lightroom
Photography and Videography
Editing in iMovie, Final Cut Pro, & Premiere
Working knowledge of Hubspot and social
media platforms
Research and Strategy
Copywriting
Digital and Print Advertising
Teamwork
Leadership
Creative Spirit
Data Analysis
Power BI

ADDITIONAL ACTIVITIES

University Inkjet Program - Member, Canon
Junior Printer's Round Table- Founder, Canon
American Cancer Society- Contributor &
Volunteer
Community Activities Team- Member, Canon
Saferides- Member, JMU



EXPERIENCE

Specialist, Marketing Strategy & Sales Excellence

Canon- FL| Sept 2022-Present

- Calculates and distributes all quarterly industry data, marketing metrics, and market share to broader organization to assist leaders and sales representatives in making strategic decisions.
- Manages marketing budget by creating monthly forecasts, authorizing spend, adjusting based on current expenses, and submitting invoices in a timely manner. Collaborates with finance team to streamline marketing expense processes.
- Oversees all pull marketing campaigns and initiatives to grow programs and drive pages at Canon, which includes approvals, brainstorming, content creation, and overall strategy.
- Manages customer communications, digital, and print advertising placements for the production toner product division to promote the latest products and industry information.
- Strategizes and creates direct mailers, while working in conjunction with agencies and printers to ensure a streamlined process from creation to mailing.
- Contributes to the University InkJet Program on a weekly basis, by assisting with the overall program and copywriting, as well as establishing new ways to reach students and grow the program.
- Manages industry association relationships for the production sales team, which includes contract negotiations, internal event coordination, publication ad placements, etc.

Data Acquisition Coordinator

NielsenIQ- Remote| Aug 2020-Aug 2022

- Provide administrative support for a team of 9 data analysts to further the goal of producing high quality, promotional data to clients during a vendor switch.
- Develop strategies and launch campaigns to drive team engagement, which is resulting in improved commitment to the company and purpose.
- Collaborate with team members to update and refine client-facing materials to successfully obtain and maintain client relationships.
- Responsible for the promotion of team achievements and successes to the broader organization through the creation of internal communications.
- Produce and refine multiple decks and materials for internal application launches, trainings, and overall educational programs.
- Communicate performance feedback to the field team to guarantee proper data collection in the future after quality analyses.

Social Media Manager-Part Time

Faith Wachter Consulting- Remote| Sept 2021- Aug 2022

- Schedule and create content that attracts donors, educates the audience, and promotes events/programs of a non-profit organization.
- Edit reels and static posts that drives sales, while staying on top of trends for 10+ stores.
- Formulate copy that will engage the target market of that specific post.
- Manage the brand image by maintaining tone and messaging.
- Develop a strategy that aligns with the mission of the non-profit.

Marketing Intern

Ozmosi-Spring Lake, NJ | May 2019-Aug 2019

- Implements a new marketing strategy to entice prospective pharmaceutical clients into purchasing services.
- Manages and oversees multiple company websites.
- Produce blog content on the pharmaceutical industry to keep clients aware of current pharmaceutical events and trends, as well as copywriting
- Create and edits videos for various social platforms and upcoming conferences.
- Designs handouts and graphics for upcoming conferences.
- Brainstorms and writes copy intended to drive service sales.