

Jessica Quinn

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EDUCATION

University of San Diego

San Diego, CA

Bachelor of Business Administration (emphasis in marketing), minor in Psychology and French

May 2023

- Business GPA: 4.0/4.0 Cumulative GPA: 3.91/4.0
- College tuition paid through *Presidential Scholar* (merit based scholarship)

Study Abroad: Neoma Business School of Paris

Summer 2022

PROJECTS

Paid Google Ad Search, University of San Diego

Spring 2023

- Developed and managed a \$2,000 Google Search Ads campaign to raise Hispanic undergraduate enrollment for University of San Diego, aiming for HSI designation
- Conducted keyword research and trend analysis, optimizing ads through 3 rounds of modifications
- Results: 3,955 clicks, 48,651 impressions, 8.13% CTR

EXPERIENCE

Brand Marketing Coordinator

San Diego, CA

Nuttzo

Sept 2023 – Aug 2024

- Developed and executed social media content strategies to drive digital marketing goals
- Launched and managed NuttZo's influencer affiliate program, driving brand exposure
- Managed social media content calendars to drive digital marketing goals
- Partnered with influencers and other brands to increase brand reach and credibility

Social Media Marketing Intern

San Diego, CA

Esguard.io

May 2021 – Aug 2022

- Designed and maintained the company's website, blog, and social media and monitored insights
- Created content to be used to increase brand engagement and awareness
- Coordinated digital marketing efforts, including paid advertising and organic growth initiatives

LEADERSHIP

Vice President of Public Relations

San Diego, CA

Panhellenic Council

Aug 2021 – Jan 2023

- Oversaw the digital presence of the Panhellenic Council, managing the website and social media
- Developed and distributed marketing materials for Panhellenic events and relevant programs
- Led successful fundraising initiatives, increasing funds for scholarships and philanthropic causes

Director of Health and Wellness

San Diego, CA

Kappa Delta Sorority

Aug 2021 – Jan 2023

- Developed and oversaw programs for physical and mental wellbeing
- Educated on topics of stress management, nutrition, mindfulness, and fitness
- Organized sorority's philanthropy events
 - Planned over 10 events and raised over \$20,000

ADDITIONAL INFORMATION

Computer Skills: Microsoft Office (Excel, PowerPoint, Word), Google Drive, Google Analytics and Ads, Social Media Marketing Certified, Digital Advertising Certified, Digital Marketing Certified, Canva, Adobe Photoshop, Adobe InDesign, Asana