

JESSICA BERRY

Digital Marketing Specialist | E-Commerce Manager | Content & Social Media Strategist | Project Manager
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PROFESSIONAL SUMMARY

Results-driven marketing and operations professional with 5+ years of experience managing e-commerce platforms, multi-channel digital marketing campaigns, and cross-functional project workflows. Proven track record of driving revenue growth, improving brand visibility, and delivering high-impact content across social, web, and paid channels — including campaigns that generated millions of organic views across Facebook, Instagram, YouTube, Pinterest, and TikTok. Certified in Google Analytics, Google Ads, and LinkedIn Marketing. Adept at leveraging data insights to optimize performance and scale business outcomes. Experienced in product research, vendor sourcing, demand forecasting, and content design. Available for remote roles nationwide or in-person/hybrid roles in and around Titusville, FL — full-time, part-time, or contract.

CORE COMPETENCIES

Digital Marketing Strategy • Social Media Management • E-Commerce Operations (Shopify) • Content Design & Copywriting • SEO/SEM & Google Analytics • Email Marketing (Klaviyo, MailChimp) • Paid Advertising (Google Ads, Meta Ads) • Project Management (Asana, Monday.com) • UX/Web Design (WordPress, Wix, Figma) • Product Research & Market Analysis • Vendor Negotiation & Sourcing • Brand Development • Data Analysis & Reporting • CRM (HubSpot) • Adobe Suite & Canva • AI Tools (ChatGPT, Claude, Gemini) • 106.5 WPM at 99% Accuracy

PROFESSIONAL EXPERIENCE

Administrative Assistant & E-Commerce Manager | **Hell's Bay Boatworks** | Titusville, FL *Feb 2025 – Oct 2025*

- Managed end-to-end Shopify e-commerce operations generating \$70K+ in annual revenue, maintaining 100% order accuracy across processing, tracking, and fulfillment coordination.
- Streamlined inventory tracking and transaction recordkeeping, reducing reporting discrepancies and improving operational data accuracy by an estimated 30%.
- Developed standardized SOPs for order management workflows, reducing processing time and enabling scalable fulfillment operations.
- Coordinated cross-functional communication between sales, logistics, and fulfillment teams to ensure on-time delivery and customer satisfaction.

Freelance Digital Marketing Consultant | **Independent** | Remote — Titusville, FL *Jun 2022 – Mar 2025*

- Delivered digital marketing strategy, website builds, and content assets across 5+ simultaneous client accounts spanning e-commerce, service, and B2B industries.
- Designed and launched client websites on WordPress and Wix, improving organic search visibility through on-page SEO optimization using SEMRush and Yoast.
- Generated millions of organic views across Facebook, Instagram, YouTube, Pinterest, and TikTok through strategic content creation and platform-native distribution — growing client audiences and brand awareness without paid spend.
- Managed email marketing campaigns via Klaviyo and MailChimp, driving list growth and improving open rates through A/B-tested subject lines and segmentation strategies.
- Maintained organized project documentation, timelines, and deliverables using Asana and Monday.com, ensuring 100% on-time delivery across all client projects.

Social Media Manager | **Saint Michael's Security** | Remote *Mar 2023 – Jan 2024*

- Built and scaled digital communication channels from the ground up, increasing social media followers and inbound inquiry volume by supporting recruitment and business development goals.
- Optimized website UX and SEO performance, improving search rankings and driving measurable increases in qualified leads and engagement metrics.

- Designed and published branded content across LinkedIn, Facebook, and Instagram, establishing a consistent professional voice aligned with the company's security services brand.
- Monitored campaign analytics and delivered monthly performance reports with actionable recommendations, informing content strategy adjustments that improved reach.

Public Relations & Events Intern | **Vision is Priceless** | Jacksonville, FL (Hybrid) *Jan 2021 – Apr 2021*

- Supported planning and on-site execution of a nonprofit fundraising event, contributing to logistics coordination, sponsor communication, and promotional outreach.
- Developed promotional materials and social media content to drive event awareness and donor engagement.
- Collaborated cross-functionally with team members to ensure all project milestones were met ahead of schedule.

Food Runner / Host / Server | **La Cita Golf & Country Club** | Titusville, FL *Feb 2018 – May 2021*

- Managed front- and back-of-house coordination in a high-volume dining environment, consistently delivering accurate, efficient service to 100+ covers per shift.
- Recognized for exceptional attention to detail and customer satisfaction, contributing to a positive team environment and repeat guest relationships.

LEADERSHIP & BOARD EXPERIENCE

Founding Board Member | **Bear Grounds Coffee Co.** | Remote *Jun 2023 – Present*

EDUCATION

Bachelor of Science in Communication — Major: Advertising | Minor: Marketing

University of North Florida | Jacksonville, FL | Jun 2018 – Apr 2021

Associate of Arts (General Studies)

Eastern Florida State College | Titusville, FL | Aug 2017 – May 2018 | Dean's List

CERTIFICATIONS

- Google Analytics | Advanced Google Analytics | Google Ads Search
- LinkedIn: Program Management Foundations | Digital Marketing Foundations | Data Fluency | Social Media Marketing Strategy & Optimization | Marketing on Instagram | Learning Data Analytics

TOOLS & PLATFORMS

CMS & E-Commerce: Shopify, WordPress, Wix, Bluehost

Marketing & CRM: HubSpot, MailChimp, Klaviyo, Google Ads, Meta Ads, Google Tag Manager

SEO & Analytics: SEMRush, Yoast, Google Analytics, Google Search Console

Social Media Management: Sprout Social, Hootsuite, Buffer, Metricool, Meta Business Suite

Design & Creative: Canva, Adobe Suite (Photoshop, Illustrator, InDesign), Figma, Procreate, Microsoft Suite

Project Management: Asana, Monday.com

AI & Productivity: ChatGPT, Claude, Google Gemini

Social Platforms: LinkedIn, Instagram, TikTok, Facebook, YouTube, Pinterest

AFFILIATIONS & VOLUNTEERING

Member: Daughters of the American Revolution, Indian River Chapter (Feb 2025 - Present)

Member: Towne Family Association (March 2025 - Present)

Member: LPGA Amateur Golf Association, Brevard County, (January 2026 - Present)

- Receptionist — Disabled American Veterans, Titusville, FL (Aug 2024 – Feb 2025)
- Dog Walker — Furever Homes, Titusville, FL (Aug 2024 – Feb 2025)
- Bear Management — Florida Fish & Wildlife Conservation Commission, Ocala, FL (Mar 2025)
- Concessions & Softball Scorekeeper — NBYSA, Titusville, FL (Aug 2014 – Jun 2022)