

Jasmine R. Pierce

Phone: +1 (757) 541-0871 | Email: jpie7228@students.vsu.edu | LinkedIn: Jasmine Pierce

Education

Virginia State University, Petersburg, VA
Bachelor of Science in Marketing, May 2025
Cumulative GPA: 3.8 | Major GPA: 4.0

Work Experience

Freelance Brand Manager

- Created social media strategies for over five clients, growing their accounts by an average of 30 percent through promotional materials.
- Managed 8 accounts on TikTok, Instagram, Facebook, LinkedIn, and Twitter.
- Created 14 digital graphics flyers and 16 promotional videos for clients, increasing event attendance and social media engagement.
- Utilized data analytics and SEO for digital marketing campaigns.
- Grew personal Instagram and TikTok from 0 to 1,000 followers with 17.2k views in three months.
- Selected to serve as the "Bumble" student ambassador.

Digital Marketing Intern, *Dominion Payroll* (Summer 2024)

- Conducted client data analysis identifying key industries for targeted digital marketing.
- Used Microsoft Excel for data analysis and developed a marketing campaign based on findings.
- Collaborated with the Marketing Manager and HR Director using Design Thinking to define a problem statement.
- Presented findings and strategic recommendations to the Executive Team.

Digital Growth Intern, *Church & Dwight* (Summer 2023)

- Conducted competitive analysis and researched retailers' sustainability efforts.
- Created 26 engaging TikTok videos/posts for personal care brands and curated User-Generated Content.
- Collaborated with the Brand Manager for Therabreath and engaged with the community.

Digital Marketing Intern, *Germono Advertising* (Summer 2022)

- Created content calendars for five companies across the Hampton Roads area.
- Managed social media content on Instagram, YouTube, LinkedIn, and Twitter.
- Grew small accounts from 25 to 1,000 followers in three months.
- Created blogs on WordPress showcasing digital marketing strategies with over 100 views per week.
- Designed promotional materials including flyers and videos.

Leadership & Involvement

President & Chapter Founder, VSU American Marketing Association

Brand Manager, Epsilon Rho Chapter of Tau Beta Sigma

Vice President of Special Projects, Epsilon Chapter of TBS

Social Media Chair, VSU NAACP

Member, VSU Honors College, Tau Beta Sigma, AMA, Trojan Explosion

Skills

Social Media Strategy | SEO | Content Creation | Data Analytics

Canva | CapCut | Photoshop | InDesign | Meta Business Suite | Excel | Final Cut Pro

Time Management | Communication