

# Jessica Schumaker

Athens, GA 30605 | jessica.schumaker@uga.edu | 678-488-0940

## EDUCATION

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### University of Georgia

*Bachelor of Arts, English*

New Media Certificate, Creative Writing Emphasis

*Presidential Scholar (Fall 2023), Dean's List (Spring 2023), Zell Miller Scholarship (2021-present)*

Athens, GA

May 2025

GPA: 4.00/4.00

## RELEVANT EXPERIENCE

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### 51 Labs

*Digital Marketing Intern*

Alpharetta, GA

February 2025-Present

- Effectively managed social media content, delivered high-quality graphic design, ensured consistency across platforms, copywriting, and content creation for 5+ clients simultaneously
- Fostered strong client relationships, communicated timelines, deliverables, and ensured timely feedback, contributing to seamless project execution across 10+ ongoing accounts
- Developed and refined marketing strategies through in-depth competitor and media research, social media metric analysis, and comprehensive marketing audits, leading to 12% increases in lead generation for clients

### Visit Athens GA

*Marketing and Event Planning Intern*

Athens, GA

May 2024-August 2024

- Collaborated with cross-functional teams (sales, product development, design) to align marketing initiatives with overall business objectives, resulting in a 26% client recruitment increase
- Utilized data analytics tools to monitor campaign performance, identify trends, and make data-driven adjustments to optimize marketing strategies, leading to 23% campaign improvement from start to end
- Conducted thorough market research to identify potential growth areas, informing the development of future events and marketing strategies
- Built public awareness of the brand through social media, email, and website marketing campaigns, leading to a 16% increase in event attendance

### The University of Georgia

*Social Media Marketing Intern*

Athens, Georgia

August 2022-May 2024

- Developed social media campaigns that were posted on Facebook, Instagram, and Twitter, leading to a 86% increase in followers and a 32% increase in engagement
- Created articles and web copy for English Department's newsletter and website, which is distributed to 200+ people
- Used Google Analytics to track social media performance and design strategies to improve engagement

## PROJECT EXPERIENCE

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**Athens Restaurant Week, Visit Athens GA**

May 2024-August 2024

- Developed and executed email marketing campaigns for clients and customers, resulting in a 10% engagement increase across website and social media platforms
- Negotiated participation in the event with restaurant clients, recruiting 50+ restaurants for the event
- Coordinated event logistics, such as an activation event for the public and distributing marketing collateral to 50+ restaurant clients

## SKILLS

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**Technical:** Microsoft Office Suite, Canva, Wordpress, Photoshop, InDesign, Illustrator, HTML, JavaScript, CSS, CRM

**Practical:** Verbal and written communication, data management, attention to detail, organization, independent

**Marketing Expertise:** Email Campaigns, Social Media Management, Event Planning, Content Creation, Lead Generation