

JENNIFER GALLO

Jacksonville, Florida 32257

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EXPERIENCE

- 2021 to 2024
2022 to 2024
- EMPLOYBRIDGE**, Atlanta, GA. (Remote)
Senior Specialist, B2C Acquisition Marketing
Develop, implement, and monitor marketing campaigns across multiple channels. Collaborate with cross-functional teams to ensure seamless execution of marketing initiatives. Utilize market research and data analysis to identify target audiences and optimize campaign strategies.
- 2021 to 2022
- Marketing Specialist
- 2020 to 2021
- WOODLAND CAPITAL, LLC**, Jacksonville, FL.
Marketing Project Manager
Develop and implement comprehensive marketing strategies, promotional campaigns, and tactical plans to drive growth for designated business units. Oversee budget management, monitor campaign effectiveness via marketing databases and CRM tools, and provide regular performance reports. Liaise with sales, design, and marketing teams, as well as business unit leaders, to secure alignment and approval for all initiatives.
- 2013 to 2020
2016 to 2020
- FORUM CAPITAL PARTNERS**, Jacksonville, FL.
Marketing Manager
Oversaw digital presence and online marketing strategies for a portfolio of brands, encompassing website management, social media engagement, and content development. Expertise includes crafting press releases, enhancing SEO, generating compelling blog posts, executing targeted social media campaigns, and driving email marketing initiatives. Delivered insightful analytics reports to inform sales and marketing decisions.
- 2013 to 2016
- Marketing Assistant
- 2007 to 2013
- MARCOMM GROUP, INC.**, Hollywood, FL.
Project Manager
MarComm Group, Inc. is a marketing and advertising agency. As a project manager I oversaw the development of blog content, white papers, case studies, email marketing campaigns, and social media management.
- 2010 to 2012
- MASSIVE IMPRESSIONS**, Boca Raton, FL.
Digital Marketing Consultant
Massive Impressions is a digital marketing agency. As marketing consultant, I was responsible for compiling monthly web traffic analytic reports for client accounts; website maintenance, content creation, monthly newsletters inside and outside sales; blog content creation and maintenance & social media maintenance.

EDUCATION

UNIVERSITY OF SOUTH FLORIDA COLLEGE OF ARTS & SCIENCES

Communications Major with emphasis in integrated marketing communications, interpersonal communications, and organizational communications. Related course work in public speaking, persuasion, group interaction and race and ethnic relations.

SPECIAL SKILLS

Marketing Project Management (Agile, Kanban); Productivity (Asana, ClickUp, Google Calendar, Google Keep, Notion, Outlook, Todoist,); Social Media Marketing (Facebook, Instagram, Twitter, LinkedIn, TikTok, YouTube); Website Maintenance (Beaver Builder, WordPress & Dreamweaver), Working knowledge of HTML; Computer proficiency in Microsoft (Teams, Word, Excel, PowerPoint, Office365, Outlook), Basic knowledge of Adobe (Acrobat, Photoshop, Illustrator), QuickBooks AP/AR Experience, Client Management System (CMS) (Hawksoft, Hubspot, ZOHO), Automations (Zapier, IFTTT); Hubspot (Workflows, Reporting, Automations, Sequences, Email Marketing, Text Marketing); Text Marketing (Hubspot, Salesmessage); Online marketplace selling experience (Magento, Amazon and eBay), Basic Understanding of Search Engine Optimization (SEO) & Search Engine Marketing (SEM), Blog Maintenance, Email Marketing Campaigns (Constant Contact, Hubspot, Mailchimp & Zoho), Digital Marketing Metrics, Google Analytics & Adwords Experience, Market Research, Marketing Communication, Digital Communication

PERSONAL PROFILE

Born: December 12

Health Status: Excellent

Marital Status: Married, no dependents

Outside Interests: Avid reader and nature ENTHUSIAST! I have a passion for hiking, biking, and kayaking—anything outdoors!

JUNIOR LEAGUE OF JACKSONVILLE, MEMBER

ALPHA OMICRON PI FRATERNITY, GAMMA THETA CHAPTER

REFERENCES AVAILABLE UPON REQUEST