

JESSIE FULLINWIDER

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RELEVANT EXPERIENCE

The Fullinwider Firm | Office Manager May 2020 - Present

- Social media campaign planning & execution – specifically Facebook, Instagram LinkedIn & NextDoor paid advertising
- Project management, training, team management, reception
- Search engine marketing followed by Google Analytics analysis.
- Creating & administering strategic advertising in categories of:
 - Hiring campaigns
 - Service-specific campaigns
 - General awareness campaigns
 - Informational campaigns

TPN Retail New York | Account Intern Summer 2019

- Assisted Account Executives on numerous retailer marketing & e-commerce campaigns for **The Hershey Company**
- Worked with client and agency teams to develop Hershey 2020, Reese's 2020 and Twizzlers 2021 retail merchandise
- Gained proficiency in various software and programs such as Keynote, InDesign, & Excel
- Completed 3 rounds of entry-level retail, e-commerce & brand specific training

OU Daily | Advertising Manager | July 2018 - May 2020

- Managed student advertising department of 25+ staff
- Created and administered in-depth training programs on policy and procedure, as well as diversity & inclusion staff trainings
- Achieved 96% of individual bi-weekly sales quota
- Contributed approximately 45% of total sales closed by a 6 person team in 2019-2020 sales year

Lindsey + Asp | Creative Intern | January - May 2018

- Creative intern at nationally recognized, student-run agency
- Worked with clients such as Carnival Corporation, Marriott International and Oklahoma City Memorial Marathon
- Gained proficiency in Adobe Creative Cloud, big idea brainstorming and copywriting

SKILLS & EXPERTISE

Diversity & Inclusion
Critical & Strategic Thinking
Client Relationship Management
Collaborative Leadership
Social Media Campaigns & Marketing
Hootsuite Marketing Platform
Working Knowledge of Italian

ACADEMIC SUMMARY

University of Oklahoma May 2020

Major: Advertising
Minor: International Studies & Italian
College GPA: 3.78

ACADEMIC INVOLVEMENT

Advertising Club
American Marketing Association
Collegiate Entrepreneurs Organization
National Honor Society
Dinner with a Dozen Networking Organization
Best Buddies Nonprofit
Education Abroad Ambassador
Introduction Recitation Instructor

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PROJECT EXPERIENCE

BEVL - Healthy Dance Products

- Beverage product concepting & creation
- Sales program creation & implementation
- E-commerce
- Recruiting, hiring & training of staff
- Project management - collaboration with partnering business & third-party co-packing facilities to supervise production.
- Social media campaign planning & execution - specifically Facebook, Instagram & Tik Tok paid advertising campaigns

Brand Strategy & Campaign Planning

- Worked with a group to prepare & present a full service advertising campaign to the Red Robin marketing team for OU senior capstone - chosen as winning team by client
- Collaborated with teams to develop and present a full strategic brief to The Richards Group on Metro by T-mobile, Spotify on the Family Plan and RPA on Gen Z food trends

IMMERSION EXPERIENCE

AT&T + GenHERation B2B Invitational

- 2019 selectee invited to attend the GenHERation immersion program and work alongside female executives at the AT&T global headquarters, located in Dallas, Texas

Collegiate Media Business & Advertising Managers

- 2020 National Pitch Audience Vote Winner, San Francisco, CA
- 2019 National Pitch Contest Winner, San Diego, CA

Journey to Italy OU Study Abroad Program | Summer 2018

- Completed 9 credit hours - Advertising Copy & Layout, Italian Renaissance Music & Art History - while traveling to cities including Rome, Sorrento, Capri, Pompeii, Venice, Arezzo, Sienna, Florence & Cortona
- Engaged with local businesses & helped coordinate marketing/advertising plans relevant to the Italian culture, customs & market

TECHNICAL SKILLS

Microsoft Office: Expert

Social Media Management: Expert

Thomson Reuters CPA Software: Advanced

Google Analytics: Advanced

Adobe Suite: Proficient

SOCIAL MEDIA



[Jessie Fullinwider](#)



[@jessier0se](#)



[Jessie Fullinwider](#)

PERSONAL FULFILLMENT

A Turning Point Food Pantry Volunteer

Harvesters Food Pantry Volunteer

Act Blue Volunteer

Media & Marketing freelance work:

Northland Obstetrics & Gynecology

KC local musicians/artists

Cone Heads Snowcone Stand