

Jessie Joyce

MARKETING SPECIALIST

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PROFILE

A versatile, creative Marketing Specialist with 8 years of professional experience. Passionate about crafting innovative marketing strategies that drive results and engage target audiences- from conception to completion. With a keen eye for detail and creative problem-solving skills, I consistently deliver impactful marketing that elevates brand presence. Seeking to utilize proven expertise to leverage data and drive crucial business development.

EDUCATION

2010 - 2015

**Bachelors of Art in Journalism
with a focus in Advertising**

University of Memphis

PRO SKILLS

Branding 

Graphic Design 

Copywriting 

Adobe Creative Suite 

Microsoft Office 

SOFT SKILLS

Multitasking / Flexibility

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Attention to Detail / Proofing

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Communication - Written & Verbal

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Time Management / Prioritizing Multiple Projects

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Collaboration / Teamwork

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Creative Thinking / Problem Solving

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WORK EXPERIENCE

2016 - 2024

Highline Warren | Memphis, TN

MARKETING SPECIALIST

Skilled marketing specialist with 8 years of experience developing and executing visual identity strategies that shape the creative expression of the company's corporate, proprietary, private label, and manufactured brands.

Areas of expertise include: graphic design for packaging, web, print, sales enablement, events, marketing campaigns and digital platforms, branding, email marketing, content marketing and social media marketing.

Capable of using email and project management platforms, the entire Adobe Creative Suite and Canva. Hold a track record of 575% more organic LinkedIn followers in one year, boosting company recognition, and having an 80% faster TAT compared to a standard agency. Collaborate daily with cross-functional teams to link marketing efforts to the corporate goals.

RECENT ACHIEVEMENTS

- Supported the corporate rebranding through asset management and agency collaboration. Participated in brainstorming meetings, contributing innovative ideas and creative suggestions that exist in current branding.
- Collaborated with a design team and outside event management vendors to create custom digital and printed marketing materials for the company's annual National Sales Meeting.

2015

College ADFED Competition

PIZZA HUT INTEGRATED CAMPAIGN

Developed strategic advertising/marketing/media campaign for the real-life corporate client of Pizza Hut. Conducted and analyzed primary and secondary research of target audiences, co-authored a 50 question survey, ran multiple focus groups, conceptualized marketing tactics and all designs.