

Jazzmin Martinez

MARKETING DIRECTOR

CONTACT



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www.jazzminmartinez.com

SKILLS

- Google Software
- Adobe Suite
- Microsoft Office
- Digital and Video Production
- Administering Social Media Accounts
- Spanish

EDUCATION

- **Master of Arts, Public Relations & Advertising**

DePaul University
2023-2024

- **Bachelor of Arts, Public Relations & Advertising**

Loyola University
Minor in Marketing
2019-2023

PROFESSIONAL SUMMARY

Young professional who recently graduated from DePaul University with an M.A. in Public Relations and Advertising. I am also a Marketing and Enrollment Director at Epiphany and Good Shepherd Catholic Schools in Chicago, specializing in marketing to a low-income community.

WORK HISTORY

- **MARKETING DIRECTOR** - 07/23 TO CURRENT

Epiphany Catholic School

- Conducted various marketing campaigns to engage with new potential families
- Organized annual fundraising event, with profit over 2.5x more than previous years
- Built and maintained relationships with local businesses to partner in marketing campaigns and sponsorships

- **MARKETING INTERN** - 01/22 TO 08/23

EyeLevel Learning Center

- Analyzed Google Business account to boost SEO
- Created Facebook and Instagram accounts to show online presence
- Implemented monthly newsletters using Mailchimp

- **SOCIAL MEDIA COORDINATOR INTERN** - 04/19 TO 06/23

Saint Odilo School

- Updated current website to modern and mobile-friendly site
- Managed social media accounts on various channels
- Designed marketing materials and event flyers

- **WEBSITE DESIGNER** - 06/22 TO 08/22

Midwest Collectibles LLC

- Illustrated page designs by blending style and aesthetic to meet owners preferences
- Advised client on website marketing based on comprehension of SEO and social media presence