

JESSICA MILLS

443-617-8096 | jess@thejessicamills.com | Bel Air, MD | thejessicamills.com

EXPERIENCE

Content Marketing Specialist | [Agency102](#)

April 2024 - Present

- Strategically created and managed social media accounts, devising innovative strategies that significantly increased engagement and brand awareness
- Successfully executed and analyzed the performance of email marketing campaigns, demonstrating a deep understanding of audience engagement and brand promotion.
- Wrote and edited industry-specific finance, healthcare, and insurance blogs, enhancing content relevance and authority
- Mapped out website layouts and copy, integrating SEO best practices to improve search engine rankings and user experience

Team Development Coordinator | [Office of Legislative Audits](#)

July 2023 - April 2024

- Develop strategies to monitor and enhance employee engagement
- Establish modern and innovative approaches to recruiting tactics
- Launch a social media presence to increase office awareness and improve the recruiting program
- Serve as in-house coordinator for the annual Maryland Charity Campaign

Portrait Photographer | [Jess Mills Photo](#)

April 2022 - Present

- Capture unique images to document people's big life moments
- Produce final images for online and print usage
- Managing project timelines and sending client final deliverables

Sales and Marketing Intern | [The Teal Antler](#)

September 2022 - May 2023

- Created and scheduled social media posts across platforms to promote the current offerings
- Planned and coordinated promotional events: customer appreciation and annual fundraiser
- Proactively informed about sales offerings and signed 200+ customers to the loyalty program

Associate Designer | [Harford Designs](#)

May 2021 - September 2022

- Conceptualized and designed branding packages for financial, legal, and non-profit clients
- Transition websites according to client brand guidelines and improve online traffic
- Launched engaging and effective webpage layouts focused on user experience
- Developed branding material, including logos and social media content

Wedding Planner Intern | [Simply Created Events](#)

January 2022 - August 2022

- Coordinated wedding preparations for 20+ weddings; worked closely with couples and vendors to communicate needs
- Directed day-of timeline, including venue set-up, ceremony, reception, and clean-up

Lead Content Creator | [Modern Education Services](#)

May 2020 - August 2020

- Created multiple forms of digital content to supplement an online professional development course for educators
- Collaboratively worked to design an effective interface for users
- Assisted with filming and editing to produce video content

SKILLS

- Analytics Reporting: Google Analytics, LookerStudio, SEMRush
- Branding and Design: Adobe Creative Suite, Canva
- Email Marketing: HubSpot, Mailchimp
- Portrait-Based Photography
- Project Management: Asana, Trello; Leadership, Collaboration
- SEO and Online Content Writing
- Social Media Management: Buffer, CloudCampaign
- Visual and Verbal Communication
- Website Management: WordPress

EDUCATION

Bachelor of Science, Business Communication

May 2023

Summa Cum Laude
Stevenson University