



JESSICA LIM

DIGITAL COMMUNICATIONS SPECIALIST

Greater Philadelphia Area
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SUMMARY

Experienced marketer with a background in mental health and psychology, delivering data-driven results and growth through social media marketing, content creation, and website management. HubSpot certified. Skilled in comprehensive digital communication strategies, analytics, and partnership building. Adaptable, creative, and passionate about amplifying brand messaging.

Education	BA Psychology Stockton University, NJ	2017-2021
Certifications	Social Media Certified, HubSpot Academy	2023
Professional Experience	<p>E-commerce Digital Marketing Analyst 09/12/23 - present <i>Spencer's & Spirit Halloween, Egg Harbor Twp, NJ</i></p> <ul style="list-style-type: none">• Collaborated with marketing channel teams to boost brand awareness and customer engagement, focusing on paid search, affiliate, and natural search channels while optimizing paid social programs.• Utilized analytics for trend detection and opportunities, conducted data research to support innovative strategies, tracked marketing materials, pulled weekly reports across various channels, coordinated with social influencers, curated social shopping, and presented data analysis findings on channel competitors. <p>Social Media Manager 10/11/2021 - 09/08/23 <i>McCarter Theatre, Princeton, NJ</i></p> <ul style="list-style-type: none">• Managed and updated the website using EpiServer CMS, constructing 36+ product detail pages each season.• Orchestrated daily content creation and scheduling for various social media platforms, leveraging Later.com for performance analysis, increasing followers by an average of 230 per month, efficiently managing influencer relationships, and developing strategic partnerships for sales and revenue growth. Established McCarter on TikTok and introduced innovative workflow improvements using Microsoft Forms. Pioneered proactive engagement on Google Business/Google Reviews to enhance brand reputation and customer satisfaction.	
Skills	<ul style="list-style-type: none">• Social Media Strategy Development• Content Creation and Curation• Community Management and Engagement• Social Media Advertising• Analytics and Performance Tracking• Search Engine Optimization (SEO) Research	
References	jessicayanti.com/lor and available upon request	