

JESSICA DOBEK

MARKETING COMM.
STUDENT



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PROFILE

Passionate and results-driven marketing communications and advertising student with a solid foundation in client relations, digital marketing, social media management, customer service, and website design. Ready to make a lasting impact, I am eager to embark on new opportunities and contribute to the dynamic landscape of marketing.

SKILLS

- Google suite
- Creative writing
- Customer service
- Meta
- Canva
- Communication
- Pitching

EXPERIENCE

SOCIAL MEDIA/MARKETING ASSISTANT

East of The River Chamber of Commerce - East Longmeadow, MA
May 2022 - August 2023

- Worked on the development and management of three separate social media accounts and the Chamber website in order to attract new members and promote their brand.
- Developed and implemented new marketing strategies and campaigns that successfully increased engagement.
- Conducted multiple meetings with various business owners in an attempt to get them to join the chamber.
- Coordinated, worked, and created content for numerous networking events, ribbon cuttings, and events for the Chamber.

CUSTOMER SERVICE/MANAGEMENT EMPLOYEE

Randall's Farm and Greenhouse - Ludlow, MA
August 2018 - May 2023

- Responsible for the front end management of all retail operations which included the oversight of six cashiers, ensuring positive customer experiences, and all tasks related to shift management.
- Reported to management with up-to-date information regarding employee workplace performance, customer satisfaction, and any other problems and concerns.

EDUCATION

BACHELOR OF THE ARTS

Endicott College
Anticipated 2025

HIGH SCHOOL DIPLOMA

Ludlow High School
2017-2041