

JESSICA K. BAJWA

jessbajwa@gmail.com | <https://www.linkedin.com/in/jessicabajwa/> | <https://www.jessicabajwa.com/>

PROFESSIONAL SUMMARY

Bilingual Hindi and Spanish speaking professional proficient with translating the corporate Wishlist into company accomplishments. Internally motivated Brand Project Manager dexterous enough in campaign marketing and makeup artistry to create print content, marketing storylines, and social media branding that yields profit directly to the bottom line.

YouTube | SoundCloud | WordPress | Facebook | Instagram | Twitter | LinkedIn | InDesign
Microsoft Office | Wix | PowerPoint | Storytelling | GarageBand | Google Analytics | Google Ads | SharePoint | Salesforce

EDUCATION

Public Relations, Advertising, and Applied Communication | Bachelor's Degree
Business Administration & Digital Communication Information and Media | Minor/Concentration
Rutgers University | New Brunswick, New Jersey

PROFESSIONAL EXPERIENCE

Brand Project Manager

(Promoted)

Francine Parham & Co.

Social Media Analytics & Community Associate

May 2019 – January 2021

- Operate the brand development experience from creative brief to execution, working with project management to hand-craft brand marketing content, go-to-market concepts, and other strategies based on industry trends.
- Direct ongoing market activities that yield deep support, new opportunity, and business development for Corporate American women with an upward trajectory in their professional careers.
- Operating the development of strategic competitive information for campaign marketing.
- Driving the delivery of a wide variety of projects leveraging our services/functionalities from digital marketing campaigns to eCommerce initiatives and features with high quality standards
- Planned and produced over 10 events for the Sharpen Your Skills: Professional Women's Advancement Summit Nationwide Tour.
- Accomplished new fluid reaches for over 1,000 attendees by creating chic, catchy social media content, and marketing.
- Advanced professional women's growth in Corporate America by creating open discussion panels about champion metrics in the workplace.
- Built a lucrative network as the liaison for over 25 companies with genuine rapport building tactics resulting in sales and revenue.
- Secured 15 contacts by collaborating with business owners on social media while soliciting inquiries for internal clients.

Marketing Intern

(Internship)

Allure Marketing

New York, New York

January 2019 – April 2019

- Formulated catchy marketing strategies for over 50 clients that resulted in over 5 million dollars in sales revenue for impulse items.
- Energized customers and colleagues with charismatic presentations during scheduled meetings.
- Analyzed the business market on behalf of 15 Fortune 100 companies to ensure created content would reach their target audience and encourage purchases.
- Coached and mentor a 15-person sales team in an ethically competitive environment where their ideas were welcomed and heard.

Head of Marketing

myNapkn

New Brunswick, New Jersey

2018 – 2018

- CMO of startup IOS App that connected people on multiple social media platforms and contact information at once.
- Responsible of marketing events such as print ads, digital marketing, and face-to-face marketing, and creating a brand ambassador program at Rutgers University.
- Resulted in over 5,000 downloads in the first six months of launching and developing new strategies to increase our reach.
- Planned and conducted on-campus events to highlight awareness and promote the application.
- Worked one-on-one with other organization and companies to implement the application into their daily use as well as promoting it to members and customers.
- Created a strategic marketing campaign based off analytics and market research to successfully reach target market and create a strong and memorable brand awareness.

Marketing Intern & Administrative Assistant

MassMutual Insurance

Edison, New Jersey

2018 - 2018

- Concocted 10 local events for current and potential account members that highlighted our products and services.
- Ascertained professional and business knowledge from Vice President John Campanella through the MassMutual mentorship program.
- Ensured document proficiency when transferring information from paper to digital copy on customer accounts and sales
- Prevented erroneous bookkeeping or data exchanges by keeping a continuous and up-to-date detailed record of all transactions and changes made to customer accounts.

Market Research | Advertising | Media Production | Analysis & Forecasting | Marketing Plans |
Media Optimizations | Customer Relationship Management