

Jadah Fletcher

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Education

- Oakland University - Bachelors in Business & Marketing April 2022
- Honors College
- 3.9 GPA

Work Experience

TechSmith - Creators of Snagit and Camtasia Lansing, MI | Remote January 2022- Present
Marketing Generalist

- Manage and plan large-scale exhibition booths resulting in an increase of new leads.
- Create website landing pages in Wordpress and Opentext that improve click through rates.
- Design and send out mass marketing email content in Acoustic to inform users and new leads.
- Research and manage company partnerships to drive business growth.
- Oversee branding and social content to ensure consistency with company guidelines.

Oakland University | Student Program Board Rochester, MI September 2021- April 2022
Director of Marketing

- Developed marketing plans for events that require budgets of \$50,000+.
- Designed posters, social media advertisements, merchandise, and logos for board.
- Worked with a digital marketing budget of \$5,000+ to advertise events and promotions.
- Analyzed digital marketing results and presented findings to the executive board.

RG Resource Technologies Oxford, MI March 2021-October 2021
Marketing and PR Intern

- Managed all social media accounts such as Instagram, Facebook, LinkedIn, Youtube through Sprout.
- Utilized campaign measurement, web analytics, and other software or tools to pull campaign data.
- Created targeted marketing campaigns for social media platforms leading to increased followers.
- Designed and edited websites through Wordpress and mySQL software.
- Created visual designs currently being used to promote the company.

Skills

Proficient in Microsoft Office: Word, Excel, Access

Skilled in Wordpress Editing/Site Creation

Skilled in Adobe Creative Suite

Skilled in Google Analytics