

# Jacqueline Escobar

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## DIGITAL MARKETING & GRAPHIC DESIGN

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### CORE COMPETENCIES

HubSpot Certified: Content Marketing, Social Media Marketing, & Email Marketing ▪ Brand: Messaging & Visual Identity ▪ Content Creation: Scripting, Filming, & Editing ▪ Excel Expert Certified  
Bloomberg Certified ▪ Google Analytics Certified ▪ Graphic Design: Adobe Suite & Canva ▪ Website Design with multiple CMS ▪ Experience with E-commerce ▪ SEO ▪ Spanish & English Bilingual

### EDUCATION

**Baldwin Wallace University**, Berea, Ohio

Bachelor of Business, May 2023

Major: *Digital Marketing*; Minor: *Graphic Design*

GPA 3.72

**Cuyahoga Community College**, Cleveland, Ohio

Associate of Liberal Arts, December 2017

GPA 2.95

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### RELATED EXPERIENCE

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**Digital Marketing Center (DMC) Internship at Baldwin Wallace University**, Berea, Ohio

*Account Specialist*

November 2022 - May 2023

- Engage in weekly meetings with client to plan goals & tasks
- Developed brand visual identity, brand messaging, and designed a website
- Report to director weekly to review work completed and set new goals

**Digital Marketing Center (DMC) at Baldwin Wallace University**, Berea, Ohio

*Account Specialist*

September 2021 - November 2021

- Manage weekly tasks for client
- Create social media posts for business client
- Update website and social media accounts
- Assist and collaborate with other students to update marketing strategy for client

**Neutrals Boutique LLC**, Cleveland, Ohio

*Business Owner*

October 2020 - October 2023

- Brand identity & development
- Design & build Shopify website
- Social media marketing: Facebook, Instagram, TikTok, & Pinterest
- Website management and updating
- Product photography & video
- Manage business, inventory, packaging, & orders

**Zamira, Inc**, Cleveland, Ohio

*Manager*

November 2018 - January 2023

- Manage digital sales on multiple channels such as, Doordash & UberEats
- Create promotional materials and sale campaigns for the business
- Manage store inventory, deliveries, orders, and shipments
- Communicate with vendors and clients to strategize and increase sales

**PNC Bank**, Cleveland, Ohio

**Bank Teller**

April 2016-April 2017

- Customer service
- Manage money, risk and multiple responsibilities
- Communication and problem-solving
- Bank product and services sales

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### **OTHER EXPERIENCE**

***Other sections to consider:***

***Key Coursework*** – Digital Marketing, Graphic Design, Brand Management, Website Development, Management, Communication, Business Communication, Bloomberg-Excel, Presentational Speaking, Marketing Research, Digital Photography, Photoshop, Typography, Management Strategy & Policy, Logos & Symbols, Visualizing Data for Analysis, Writing for Multimedia, Content Marketing

***Key Projects*** – Various in-person presentations, research/report papers, and projects on branding, communication, digital marketing, graphic design, website design, typography, data visualization, and management. Internship with Baldwin Wallace University's Digital Marketing Center.