

Jackie Saumell

Email JackieSaumell@gmail.com

LinkedIn LinkedIn.com/in/jackie-saumell/

Phone (908) 285-5709

Web JackieSaumell.com

Dynamic and results-driven Digital Marketing Manager with a proven track record in driving customer acquisition, activation, and expansion through multi-channel content and campaign strategies. Adept at managing projects from inception to completion, collaborating with cross-functional teams, and maximizing the impact of content assets. Expertise in creating and repurposing content for various channels, extending asset distribution, and ensuring high-quality deliverables.

Competencies

Cross-Functional Collaboration	Project Management	Strategy Development	Integrated Marketing
Social Media Strategy	Brand Marketing Strategy	Influencer Marketing	Content Creation
Email Marketing	Agency Management	Consumer Engagement	Performance Analysis

Experience

Nestle | Hoboken, NJ

06/2021 – 04/2024

Integrated Comms Advertising and Marketing Specialist at Nestle Health Science (06/2023 – 04/2024)

Led campaign integrated marketing plans and creative management for three lifestyle wellness brands. Contributed to decision making for annual business plans. Accountable for consistent messaging as well as effectiveness of U.S./regional marketing efforts across owned and paid media channels (Ex. Social, Web, Performance Marketing).

- Partnered with TikTok, media team and Influencer agency to develop relatable ad content, driving highest video views
- Streamlined integrated marketing processes, translating business priorities into marketing strategy in 5X less time
- Contributed to integrated campaigns strategy for 25+ campaigns and brand-building initiatives with continuous improvement. All plans were grounded in consumer insights and helped to drive growth such as +5% to +23% sales YoY.
- Applied positive communication skills and organizational skills to coordinate efforts for (3) 20+ person cross-functional team
- Developed integrated calendars using competitor analysis, cultural trends, business affairs, and channel managers' input
- Leveraged analytical skills to present marketing activations' progress to 100-person team and leadership

Social Media & Influencer Specialist at Nestle Health Science (06/2021 – 06/2023)

Piloted influencer strategy for 3 brands and organic social strategy for 7 brands across Meta, Pinterest, X, and/or TikTok. All plans leveraged algorithm knowledge to exceed engagement key performance indicators (KPIs) and expand brand awareness strategies with platform-native, on-trend assets.

- Reduced consumer response time by 70% while increasing engagement rates by nearly 4X
- Partnered with Foodji to launch 2 national sweepstakes in compliance with local laws and acquired 5.5X estimated entries
- Exceeded influencer engagement benchmarks by up to 5.4X (11MM impressions) and reduced sample box cost by \$20k
- Managed agencies and negotiated direct contracts with mega-, micro - and nano-influencer talent to develop content
- Collaborated with legal, medical, and regulatory teams to reduce trending content review turnaround time by 80% and approve AI-led marketing automation tools, which expedited content creation by 4X and contributed to market share goals.

Hearst | New York, NY

10/2020 – 06/2021

Social Media Manager at King Features

Led platform G2M strategy, reporting, social commerce initiatives and content creation for 9.5MM follower base across 13 profiles on Meta, X and Pinterest. Contributed to DTC email strategy, merchandising, and subscription lead gen plans.

- Increased platform engagement by up to 3X and drove 20% site traffic monthly with organic branded social posts
- Negotiated contracts with new social scheduling, listening and UGC partners, allowed for 16X cost optimization
- Established enterprise partnership marketing guidelines for licensing partners, including entertainment and fashion brands

Freelance | Bernardsville, NJ

07/2020 – 06/2021

Digital Marketing and E-Commerce Consultant

Led successful marketing transformation projects for a PA subscription box review site and NJ luxury boutique chain

- Managed team of 3 at NJ chain, empowering them to engage with consumers and create native content. Optimizations increased organic Instagram engagements by 50X and decreased paid Facebook CPC by 37% for NJ chain
- Leveraged customer data to update brand messaging for NJ chain, increasing email open rate by 4X and site traffic by 2X
- Wrote 85 SEO-friendly affiliate articles for review site, which contributed to \$100k monthly revenue goal

Digital Marketing Associate at OXO

Managed email and social strategy for 1.3MM followers across Meta, Twitter and Pinterest utilizing native, trending content. Collaborated with global and local teams, including go-to-market, sales and creative, to develop integrated editorial calendars, briefs and marketing campaigns. Also shared UGC content for distribution across shopper and owned channels.

- Launched 12 new paid social campaigns monthly, increasing ROAS by up to 5X per campaign
- Partnered with brands, ambassadors and influencers for promotions, increasing followers by up to 13k per initiative
- Optimized email flows and developed re-engagement flow, raising open rate up to 2X, increasing revenue by 10X per email
- Self-taught Magento platform and maintained OXO.com during the highest-grossing months. Site exceeded \$1MM annual revenue goal while the company recruited a new eCommerce Manager

StylisticReaction.com | Bernardsville, NJ

08/2012 – 01/2019

Founder/Owner

Launched an affordable fashion online publication geared toward 18-34-year-old females. Managed all portions of the site including but not limited to hosting via BlueHost, affiliate sales strategy, marketing operations, partnership negotiations, content creation, compliance, and comment moderation.

- Utilized SEO knowledge and organic social content to grow site traffic by up to 400% annually
- Ranked #1 on Google for “affordable hypoallergenic jewelry brands” listicle that leveraged consumer insights and SEO
- Approached by and collaborated with international brands (ex. Warby Parker) to develop on-site and organic social content

New Tradition Media | New York, NY

08/2016 – 09/2019

Operations Manager (08/2017 – 09/2018)

Facilitated out-of-home (OOH) campaigns across 6 U.S. cities, including budget management. Developed regular performance reports for Fortune 500 clients (Ex. Seamless). Accountable for vendor coordination, quality control as well as creative state and federal law compliance. Managed campaign concepts through installment across inventory.

- Partnered with COVERGIRL beauty brand for Times Square digital takeover to advertise New York flagship store opening
- Staffed and oversaw a photographer/videographer network across the U.S. to contribute to campaign performance reports
- Optimized organic social for B2B media company on Facebook, LinkedIn and Instagram, increasing brand awareness

Sales and Marketing Coordinator (08/2016 – 08/2017)

Answered out-of-home RFPs for agencies and Fortune 500 clients across entertainment, fashion, insurance and finance industries. Leveraged algorithm knowledge to promote B2B startup on organic social platforms.

- Analyzed data and tested insights, increasing follower count by 3X via platform-native, engagement-optimized posts
- Implemented a Gmail-integrated system for tracking national, company-wide operations on physical and digital inventory
- Coordinated with sales teams, researching potential brand clients and marketing agency partners for business development

Freelance | New York, NY

01/2016 – 08/2016

Content Writer and Marketing Consultant

Advised on marketing efforts, social media copy, and outreach program development for luxury special occasion dress designer

- Pitched and wrote 3 weekly blog articles on wedding fashion, decor and associated topics
- Collaborated with CEO to strategize and develop Spring collection photo shoot, including an integrated marketing shot list

Education

Pennsylvania State University	Bachelor of Arts in Journalism	City University, London	Study Abroad Program
--------------------------------------	--------------------------------	--------------------------------	----------------------

Technical Skills

Google Analytics	Shopify	Figma	Microsoft Office
Meta Business Suite	CMS	Frame.io	Google Suite
Sprinklr	Monday	Adobe Creative Suite	Canva

Languages

Intermediate Spanish

Certifications

Brand Management

Paid Social Advertising

Social Media Marketing