

Jackie Saumell

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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.

Competencies

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

Relevant Experience

Sanofi | Pine Brook, NJ

07/2024 – Present

Senior Owned Marketing Manager at Quinol

Leads influencer (Meta, TikTok, Amazon), organic social (Meta, TikTok), paid social (Meta, TikTok) and Shopify blog efforts for regulated supplement brand. Manages influencer agency relationships as well as independent contractors.

- Established new brand tone and voice for leading Amazon supplement brand.
- Launched first OTC TikTok Shop in North America for international parent company, with sales starting in under 24 hours. Currently working with TikTok partners to launch holding company's first TikTok affiliate program on-platform.
- Increased Instagram followers by 6k and organic engagement rate by up to 50x per post.

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, Walmart Paid Social).

- Partnered with TikTok, media team and Influencer agency to develop relatable ad content, driving highest ad 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, Amazon Posts 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 go-to-market 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

Digital E-Commerce Manager and Marketing 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

Helen of Troy | New York, NY

11/2018 – 06/2020

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. Shared UGC content for distribution across shopper (Target, Walmart) 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 site operations including but not limited to hosting, affiliate sales, partnership negotiations, 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.

- 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

Education

Pennsylvania State University
City University, London

Bachelor of Arts in Journalism
Study Abroad Program

Minors in Business and International Studies

Technical Skills

Google Analytics

Shopify

Figma

Microsoft Office

Meta Business Suite

CMS

Frame.io

Google Suite

Sprinklr

Monday

Adobe Creative Suite

Canva

Certifications

Brand Management

Paid Social Advertising

Social Media Marketing

Email Marketing