

JACKIE SAUMELL

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Experience

June 2021 - Present

Nestlé | Hoboken, NJ

Integrated Comms Advertising & Marketing Specialist, Nestlé Health Science

- Established an integrated marketing campaign development process that expedited briefing by 5X and is utilized across all NHS brands
- Motivate and partner with (3) 20+ person cross-functional teams to establish integrated national campaigns on deadline during company-wide transition. This includes one rebranding initiative, and a brand's highest-grossing U.S. sales promotion to date, as well as current emerging brand initiatives.
- Construct integrated marketing editorial calendars for emerging brands based on competitor/consumer insights, media data, and brand strategy
- Accountable for brand consistency and priority campaign performance across influencer, ambassador, organic social media, paid social, shopper, PR, experiential, and web emerging brand teams

Social Media & Influencer Specialist, Nestlé Health Science

- Led end-to-end social strategy for 7 brands across Instagram, Facebook, Pinterest, Twitter (X), and TikTok that exceeded engagement key performance indicators and expanded brand strategy with platform-native, relevant assets
- Collaborated with internal content studio and external photographers to develop native, platform-specific content as well as leveraged Canva where needed
- Calculated influencer and organic social media annual budgets, including \$20k cost savings for PR/influencer boxes
- Spearheaded (3) always-on influencer programs, exceeding benchmarks by up to 5.4X, including 11MM impressions across Instagram and YouTube
- Managed external agency as well as negotiated direct contracts with mega-, micro- and nano-influencer talent to develop paid and organic campaigns
- Advised on scope for and onboarding of community management agency, decreasing consumer response time by 70%
- Streamlined processes for AI-led content creation, international content sharing, and internal content review (legal, medical and regulatory teams), reducing trending content turnaround time by 80%
- Maintained social platform and leading trend expertise via relationships with Meta and TikTok teams, regular research as well as conference participation

Oct. 2020 - June 2021

Hearst | New York, NY

Social Media Manager, King Features

- Drove 20%+ site traffic monthly via organic Instagram and Facebook social posts
- Led platform strategy, reporting, social commerce initiatives and content creation for 9.5MM+ follower base across 13+ Meta, Twitter and Pinterest branded profiles, exceeding engagement key performance indicators by up to 300% per profile
- Defined organic social support matrix for national and international licensing partnerships, expanding business relationships with co-branded giveaways for Fortune 100 brands, product promotion in Stories and branded character profile management
- Collaborated with E-Commerce Manager to maintain, merchandise and design creative assets for branded Shopify site as well as email campaigns
- Negotiated contracts with social scheduling, social listening and UGC aggregation partners

July 2020 - June 2021

Freelance

Digital Marketing & E-Commerce Consultant

- Developed digital strategy for local luxury fashion boutique chain that increased consideration-focused email open rate by 4X, site traffic by 2X, organic Instagram engagements by 50x and decreased Facebook CPC by 37%
- Wrote 85+ SEO-friendly deals & e-commerce shopping affiliate articles for a leading subscription box review site
- Assisted in CRM strategy and redesign for daily revenue-driving email newsletter

Nov. 2018 - June 2020

Helen of Troy | New York, NY

Digital Marketing Associate, OXO

- Led organic social strategy, which promoted a selection of 1k+ products to 1.3MM+ community across Facebook, Instagram, Twitter and Pinterest
- Managed paid social agency and developed content strategy for 12+ new campaigns monthly, including its highest-grossing campaign with 10x ROAS
- Collaborated with micro- and nano-influencers to develop branded content and host live brand profile takeovers
- Designed monthly integrated editorial calendars for email and social, including input from international and local teams (go-to-market, shopper, PR, etc)
- Expanded retailer partnerships with bespoke content in-feed, curated UGC for PDPs and social listening insights for Shopper presentations
- Executed e-commerce strategy for product line renovation, exceeding \$1MM annual revenue goal
- Optimized email strategy and flows, raising sales and open rate by up to 2X across 145k list and increasing revenue by up to 10x per email.

Aug. 2012 - Jan. 2019

Stylistic Reaction | Bernardsville, NJ

Founder

- Devised branding, content, partnership and growth strategies, gaining up to 400% annual growth
- Utilized web design knowledge to redesign site, allowing for affiliate sales, automated comment moderation and better search functionality
- Collaborated with national and international fashion brands for custom on-site and branded social content

Aug. 2016 - Sept. 2018

New Tradition Media | New York, NY

Operations Manager

- Coordinated with agencies, vendors and International clients to launch Times Square's first livestream of Prada Fashion Show during NYFW
- Facilitated out-of-home advertising campaigns across 6 metropolitan areas and developed reporting process for Fortune 500 clients
- Staffed and managed a network of local photographers/videographers throughout the U.S. to contribute to client performance reports

Sales and Marketing Coordinator

- Introduced B2B organic social media strategy on Instagram and LinkedIn that increased follower count by 3X
- Implemented a CRM-integrated system for tracking company-wide operations and client advertising campaign progress

Jan. 2016 - Aug. 2016

Freelance

Content Writer & Marketing Consultant

- Advised on marketing efforts, social media copy, and outreach program for luxury special occasion dress designer as well as wrote 3+ weekly blog articles
- Assisted on collection photo shoot development and on-site organic social content production

Jan. 2015 to Nov. 2015

The Knot Worldwide | New York, NY

Real Weddings Editorial Assistant, The Knot

- Reviewed hundreds of Real Weddings submissions to write 5+ SEO-friendly, brand-right articles daily on deadline for 7MM+ online readership, including keyword research, photo selection and supplemental interviews
- Produced original content on deadline during Bridal Fashion Week for online and Pinterest publication
- Served as local expert and writer for PA, NJ, FL and Caribbean real weddings online articles as well as select print editions

May 2014 to Aug. 2014

Vanguard Direct Agency | New York, NY

Marketing Intern and Interim Social Media Community Manager

- Composed all daily copy for client's Facebook campaign, gaining 5k fans
- Established Instagram and Twitter content calendars, balancing trends with branded messaging
- Worked simultaneously within three departments (marketing, creative and digital) to complete various client and internal projects

Skills

Social Media Strategy	Integrated Marketing	Audience Engagement	Consumer Insights
Brand Strategy	Cross-Functional Collaboration	Organic & Paid Content Creation	KPI Development
Influencer Marketing Strategy	Vendor & Agency Management	Trend Analysis	Performance Tracking
Email Marketing Strategy	Budget Management	Digital Strategy and Execution	Reporting
Instagram	TikTok	Facebook	Brief Development

Certifications & Courses

Advanced Google Analytics	Advanced Social Advertising	Project Management Essentials	Email Marketing
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Education

Pennsylvania State University	Bachelor of Arts: Journalism	Minors: Business & International Studies
City University, London	Study Abroad, International Business focus	