

JAYCEE THOMPSON

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Marketing and communications professional with proven ability to plan and coordinate marketing strategies that grow business and reach the target audience. Skilled in cross functional and team collaboration with a history of adhering to project budgets and achieving deadlines while using creative designs and persuasive writing skills to strengthen image and reputation and capture target audiences.

KEY SKILLS

- Brand Development
- Social Media Marketing
- Mobile Marketing
- Project Management
- Email Marketing
- Attention to Detail
- Organization
- Multitasking
- Creativity
- Collaboration
- Color and Composition
- Effectively Presenting ideas
- Typography

SOFTWARE

- Photoshop
- InDesign
- Premiere Pro
- Illustrator
- Microsoft Office
- Google Drive
- Basic HTML/CSS
- Wix
- Canva
- Facebook
- Instagram
- TikTok
- LinkedIn
- YouTube
- Vimeo
- MailChimp

EDUCATION

ST. CLOUD STATE UNIVERSITY

St. Cloud, MN • Graduated May 2019

Bachelor of Science in Mass Communications Advertising Emphasis

Minor in Psychology

Studied Abroad in England (*January 2016-March 2016*)

- Gained an in-depth understanding of cultural variations and embraced different perspectives.
- Strengthened global awareness through reading, writing, and conversing with people from different backgrounds and cultures.
- Adapted to unfamiliar environments and rapidly changing situations.

WORK EXPERIENCE

MARKETING & DESIGN COORDINATOR | The Good Shepherd Community

Sauk Rapids, MN • October 2021 - Present

- Creation of original concepts, designs, layouts, sizing, and arrangement of illustrations.
- Utilizing software to generate new images, finalizing graphic design, and coordinating placement of approved ads with appropriate print and social media.
- Assisting with public relations and communication by writing press releases, articles, testimonials, blogs, and creating visual presentations.
- Representing Good Shepherd in the community by attending local meetings and events, networking groups, and other civic groups and organizations.
- Updating editorial calendar including overall marketing initiatives, promotions, social media and website content, radio, billboard, and email marketing in partnership with Marketing Director.

MARKETING SPECIALIST | Bullseye Property Management & Realty

Big Lake, MN • October 2019 - August 2021

- Created and implemented content calendar, social media updates and email campaigns.
- Online relationship building and engagement on social media platforms and website.
- Brand management on social media, website and printed materials including creation and production of advertising specialties and signs.
- Prepared all marketing materials, including but not limited to flyers, newsletters, social media ads, website design, postcards, brochures.
- Collaborated with other internal teams to develop and monitor strategic marketing initiatives.

OFFICE ASSISTANT | St. Cloud State University Nursing Department

St. Cloud, MN • July 2017 - May 2019

- Answered phone calls and assisted with questions that students and/or parents may have had.
- Scheduled appointments with academic advisor for current and prospective nursing students.
- Upheld absolute discretion when dealing with confidential documents.
- Maintained sharp attention to detail ensuring completion of multiple tasks by strict deadlines.

WAITRESS | Waterfront Lakeside Grille

South Haven, MN • April 2010 - October 2019

- Provided friendly and attentive service to ensure a pleasant dining experience for all guests.
- Immeasurable experience in multitasking, conflict resolution, written and verbal communication, and attention to detail.
- Preserved organization and efficiency in a successful manner.
- Received and processed cash, check, and credit card payments.