

JESSICA BATES

DIGITAL MARKETING SPECIALIST

CONTACT

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EDUCATION

B.S in Advertising & PR

Grand Valley State University

CORE SKILLS

- Email Marketing
- HubSpot
- Marketing Automation
- A/B Testing
- CRM Management
- Website Maintenance
- Google Analytics
- SEO
- Data Analytics & Reporting
- Content Creation
- Copywriting
- Graphic Design
- Adobe Creative Suite
- Video Editing
- Photography & Editing
- Social Media Management
- Project Management
- Event Support
- Microsoft Office Suite
- Fundraising Technology

CERTIFICATIONS

- GVSU Digital Marketing Science
- HubSpot Email Marketing
- HubSpot Social Media
- HubSpot Marketing Software
- Google Analytics

PROFESSIONAL SUMMARY

Digital marketing specialist with hands-on experience in email marketing, digital content creation, website maintenance. Skilled in managing campaigns that drive user engagement across platforms. Known for blending creative and analytical thinking to execute accessible, brand-consistent content in fast-paced environments. Seeking to bring collaborative energy and strong digital strategy to a mission-driven team.

EXPERIENCE

Marketing/Communications Specialist • May 2025 – Present

St. Joseph County Intermediate School District • Centreville, Michigan

- Manage website content updates, ensuring ADA compliance and user accessibility.
- Create, write, and schedule weekly email newsletters.
- Capture and post photography from events to enhance web and social media presence.
- Manage social media scheduling and strategy to increase audience engagement.

Marketing Data Coordinator • March 2024 – May 2025

West Michigan Whitecaps • Comstock Park, Michigan

- Designed, wrote, and executed targeted email marketing campaigns, resulting in a 13% boost in click-through rates and 4% increase in open rates.
- Created and implemented forms and surveys in HubSpot to capture leads and gather customer feedback, improving lead qualification and audience insights.
- Designed graphic, video, and digital assets to support email and web initiatives.
- Managed and maintained HubSpot CRM database of over 100,000 contacts.
- Created and analyzed data reports to track KPIs for email, social media, and web traffic.
- Collaborated with internal and external teams to meet project deadlines.

Digital Media Coordinator • March 2023 – March 2024

West Michigan Whitecaps • Comstock Park, Michigan

- Managed multi-platform social media content strategy, gaining 10,000+ new followers.
- Developed content calendars with written, photo, and video elements, increasing social media engagement by 54%.
- Live posted during events to boost real-time engagement and visibility.
- Managed all email marketing initiatives and newsletters.

Marketing Coordinator • May 2022 – March 2023

Viking Group, Inc. • Caledonia, Michigan

- Designed and executed email campaigns and landing pages with HubSpot.
- Assisted with website maintenance and content updates.
- Managed all company social media accounts.
- Created promotional materials including ads, flyers, and web banners.