

Jennifer N. Mades

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EDUCATION

University of North Carolina at Chapel Hill – Chapel Hill, NC

Advertising and Public Relations; Business Administration

- GPA 3.799

EXPERIENCE

Pick Up The Six

December 2023 – Present

Social Media and Communications Contractor

- Crafted engaging digital marketing copy for social media posts, articles, and multimedia content (images, videos) to support client brand voice and objectives
- Managed multiple client social media accounts, producing 3+ content pieces per week per client, ensuring alignment with brand guidelines and audience engagement goals
- Provided website and content updates at the request of clients, including a weekly round-up of events and a monthly calendar that featured all events

Octagon

July 2023 – October 2023

Events Marketing and Communications Assistant

- Researched target audience demographics and created marketing materials, including copy for digital ads, social media and event promotions, adhering to AP style and brand guidelines
- Assisted in executing event promotions and distributing tickets, ensuring client satisfaction and smooth event operations
- Supported influencer partnerships along with engagement with key local media personalities and helped implement Media Days

Heelprint Communications

August 2022 – May 2023

Chief Executive Officer

- Led client outreach and developed tailored strategies that acquired 5 new business clients
- Managed a team of 25 Account Associates and 5 Account Managers, ensuring alignment with client expectations and brand standards across digital and social content
- Acted as the main point of contact for clients and resolving all issues with clients and their teams

Chief Operations Officer

August 2021 - May 2022

- Managed money flow within the organization and coordinated with university guidelines and procedures
- Created a yearly budget and monitored money flow between organization and clients

Account Associate

September 2019 - May 2021

- Worked with a small team to create original web, video, and social media content for clients

UNC Campus Recreation

June 2021 – June 2022

Marketing Assistant

- Developed creative social media campaigns to drive engagement, leveraging trending topics and copywriting skills to support event promotions
- Produced graphic and copy-based content for social media, increasing engagement by 35% through targeted content strategies
- Led graphic design initiatives including social media posts, sticker designs, and posters

ADDITIONAL INFORMATION

- Skills:
 - Copywriting and Content Creation (email, social media, web, SMS, push notifications)
 - Influencer Marketing and Social Media Management (Content Scheduling, Analytics)
 - SEO Best Practices
 - CMS: WordPress, Squarespace
 - Adobe Suite: Photoshop, Illustrator, Premiere Pro
 - Languages: Conversational Spanish and Dutch
 - Microsoft Office Suite (Word, PowerPoint, Excel)