

(831) 325-1110
jnemire123@gmail.com
linkedin.com/in/jessicanemire
jessicanemire.pressfolios.com

Jessica Nemire

Las Vegas, NV

Summary:

I am a lifelong journalist, editor, and writer, currently working in the fields of content management, marketing, and social media. I have more than 12 years of professional experience writing on deadline. Grounded in journalistic tradition, I rely on human connection, engagement, and current trends to craft compelling narratives to affect change, inspire purchase decisions, or simply tell a client's story.

Skills:

- **Interviewing and Writing**— Conducts interviews, performs research, and cultivates an engaging voice to write clear, concise articles. Drafts both long-form and short-form pieces for audiences at a variety of levels.
- **Reputation management** — Develops impactful content strategies with clients and employers to create accurate portrayals of the brands on social media, blogs and print. Helps businesses and their leaders refine their messages and communicate with clarity.
- **Project Management**— Has experience leading editorial teams writing on a strict deadline. Has been proven to grow viewership and engagement with blog and social media audiences.
- **Event Planning**—Has experience facilitating and planning events for a wide range of clients to provide unique experiences.
- **Technical Competence**—Highly skilled in popular social media platforms such as TikTok, Instagram, and Twitter. Strong acumen for Microsoft Office Suite and WordPress. Experienced with social engagement tools such as Mailchimp, Hootsuite, Sprout Social, and Meltwater.
- **Typing**—Has typing certificate revealing 84 wpm with 97 percent accuracy.

Marketing/Content Management & Social Media Experience:

Reflex Media

Marketing Content Specialist

2022-2023

Spearheaded the development of external content strategy for multiple blogs at Reflex Media, a company that owns several dating apps, driving a 20% increase in viewership and engagement. Trusted to manage a team of writers who focused on driving new joins through engaging blog posts, consistently bringing in more new clients every week. Wrote blog posts surrounding PR campaigns, dating trends and relationship advice on strict deadlines. Completely revamped the social media presence of the multiple brands owned by the company. Collaborated with content creators and influencers to write scripts for video ads to drive the company's advertising goals.

The Tour Guy***Marketing Content Specialist***

2021-2022

Wrote, edited, and formatted three weekly travel articles for The Tour Guy, a travel company, with a focus on the Las Vegas and San Francisco markets. Managed several of the social media accounts for the company, gaining significantly higher engagement. Scheduled, wrote, edited, and managed multiple email blasts every week to 60,000 subscribers using Mailchimp.

Screen Rant***Content Specialist***

2021-2023

Researched, pitched and wrote at least one daily article for Screen Rant, a leading TV news website. Stayed on top of trending topics to ensure that the website remain relevant, engaging, and creative for its community of readers.

Dorms.com***Social Media and Community Manager***

2021-2022

Planned, wrote, and executed the blog and social media strategy for Dorms.com, a company that helps students and travelers find budget accommodation globally. Built the Dorms.com Instagram account from the ground up, collaborating with the graphics team to create relevant and engaging assets.

Events & Hospitality Experience:**Pacific Tradewinds Hostel*****Social Media and Community Manager***

2018-2020

Provided hostel guests with fun, relevant, and personalized advice on budget travel as well as facilitated and planned events for guests in the hostel and surrounding area. Developed content strategy for popular social media platforms.

Munchery***Events Coordinator***

2017-2018

Planned activities and participated in national events to optimize brand visibility and develop business opportunities for Munchery, a subscription-based dinner service. Successfully led Munchery's first-ever field marketing program, launching a campaign to expand dinner services to all markets in the region.

Education:**San Francisco State University*****BA in Journalism***, Managing Editor of Campus Newspaper, "Golden Gate Xpress"