

# JESSI KERLIN

DIGITAL MARKETER

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Organized, detail-driven, and enthusiastic digital marketing and creative communications professional with B2B and B2C experience. Highly skilled copywriter and editor specializing in content strategy, development, and management for a variety of digital marketing platforms, including website and social media.

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## EDUCATION

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**BACHELOR OF ARTS, 2010**  
University of Wisconsin-Milwaukee  
English; Business Administration

**ASSOCIATE OF ARTS, 2008**  
University of Wisconsin-  
Washington County  
General Studies

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## TRAINING

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**Fundamentals of Digital**  
Google, 2022

**Social Media Marketing**  
Coursera, Northwestern University,  
2016

**SEO Tools Fundamentals**  
LinkedIn Learning, 2016

**Email Marketing Basics**  
LinkedIn Learning, 2016

**Content Marketing**  
LinkedIn Learning, 2016

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## WORK EXPERIENCE

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### DIGITAL MARKETING COORDINATOR

**Affiliated Engineers, Inc. | April 2021 – Present**

- Collaborate on digital marketing and content management initiatives, including curating thoughtful and engaging copy for company website, social media, email marketing, conference abstracts, and articles and publications.
- Manage and implement social media and blog strategy, including content development, publishing, engagement, and analytics.
- Establish, implement, and oversee ongoing quality control program, development of national brand standards, and comprehensive copywriting/copyediting efforts system-wide.

### MARKETING COMMUNICATIONS SPECIALIST

**Flad Architects | October 2019 – March 2021**

- Lead the planning, development, writing, editing, graphic design, and production of responses to Requests for Proposals/Qualifications for all market sectors, including higher education, science and technology, commercial workplace, and government.
- Develop compelling, branded copy for print and digital marketing communications, including social media, company website, email marketing, publication articles, award submissions, and events.

### MARKETING ASSOCIATE

**Commercial Recreation Specialists | May 2018 – October 2019**

- Manage and maintain company website, including page layout, content creation, and e-commerce transactions.
- Develop, implement, and oversee corporate social media strategy across multiple B2B and B2C brands.