

JESSICA FAMULARO

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EDUCATION

UNIVERSITY OF EDINBURGH, Edinburgh, UK
MSc, Material Culture and the History of the Book, 2011
SMITH COLLEGE, Northampton, Massachusetts
BA, English Literature, Minor in Medieval Studies, 2010

EXPERIENCE

BOSTON UNIVERSITY SCHOOL OF SOCIAL WORK, Boston, Massachusetts

Manager, Marketing and Communications

November 2021–Present

- Led complete rebranding of CISWH and redesign of its website, coordinating project priorities between external vendor and internal team to ensure that work was high quality and completed on time.
- Developed and implemented marketing and communications strategies for two Boston School of Social Work (BUSSW) research centers that led to a year-over-year 36% increase in webpage views, 40% increase in user engagement, and 56% increase in event attendance.
- Manage Google digital ad campaign by developing and refreshing search engine keywords, ad copy, and visuals based on campaign performance and audience trends.
- Lead design and writing of all social content, creating strategic campaigns informed by social media and web analytics.
- Supervise and support two marketing and communications fellows.
- Write news posts, feature articles, and source original reporting from our freelance writer on key projects, successfully raising awareness of BUSSW's centers and increasing web and social traffic.
- Work with external PR firm to pitch and land story ideas about projects to external publications including The Boston Globe, WBUR, Social Work Today, and The 19th.
- Lead event marketing throughout the year, including email campaigns; pre- and post-event social; videography; and editorial content. With the launch of CISWH's Beyond 2025 project, CISWH events have received an average of 500+ attendees.

CENTER FOR COLLABORATIVE EDUCATION, Boston, Massachusetts

Senior Associate, Communications

November 2016– November 2021

- Develop and manage community-focused marketing strategies for all program areas and at all levels within the organization.
- Write and edit website content, case studies, grant reports, press releases, email campaigns, and other marketing copy with a clear, journalistic voice that draws widespread public interest.
- Manage all facets of CCE's editorial strategy and maintain editorial calendar, including sourcing articles for blog from staff and guest experts, interviewing educators and students, and generating monthly newsletters.
- Track and report on performance data for all marketing initiatives using Google Analytics and social media analytics data.
- Develop effective meta-data and promote articles, reports, and events on social media, leading to a 50% increase in website traffic.
- Work closely with external contractors, including photographers, graphic designers, and videographers to create high quality multimedia and visual content.

FREELANCE WRITING

August 2015– November 2021

- Write freelance reviews, news, guides, and editorials for B2C and B2B entertainment and technology publications including VICE, Game Developer, Rock Paper Shotgun, PC Gamer, and Geek & Sundry. Noted for strict adherence to deadlines and consistent, quality writing while working for multiple publications.

LANGUAGES AND SKILLS

HTML, CSS, Adobe Illustrator, Adobe InDesign, Adobe Premiere, Audacity, Canva, Mailchimp, Constant Contact, Google Analytics, Google Suite, WordPress, Craft CMS, Hootsuite, Sprinklr, Microsoft Office