

**Jamie Fletcher**

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[Portfolio](#)

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**PROFESSIONAL SUMMARY**

Dynamic and results-driven marketing professional with extensive experience in brand, digital, copywriting, social media, and content marketing. Proven track record of developing and executing successful marketing strategies that drive engagement, increase brand awareness and boost sales. Strong analytical skills with a data-driven approach to optimize campaigns and enhance customer experience.

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**PROFESSIONAL EXPERIENCE****Safe & Fair/JUST Water**

*Brand, Email, & Content Manager; Copywriter*

November 2022 - Present

- Spearheaded a comprehensive content calendar across digital touchpoints, enhancing brand visibility and engagement.
- Owned email marketing strategy, achieving an 80% increase in customer response rates through innovative design and targeted segmentation.
- Utilized analytics tools (Google Analytics, Shopify, Ahrefs) to track campaign performance, resulting in actionable insights that improved ROI.
- Developed and executed a content marketing strategy, including blogs, e-newsletters, and social media campaigns, ensuring cohesive messaging.
- Led the launch of a new subscription model, driving significant customer acquisition and retention.

**KOR Shots**

*Social Media & Marketing Manager; Copywriter*

July 2021 - November 2022

- Managed and mentored teams to maintain a consistent brand voice across all platforms, enhancing brand identity.
- Developed and executed influencer engagement strategies, increasing brand reach and community interaction.
- Oversaw multi-channel content strategy, resulting in a cohesive digital presence and increased audience engagement.

**ClearFast Nutrition/Mend Well**

*Social Media Manager, Content Manager, Copywriter, & SEO Specialist*

January 2019 - July 2021

- Drove social media strategy across multiple platforms, achieving a 438% growth in organic following.
- Transformed long-form content into engaging micro-content tailored for social media, optimizing audience interaction.
- Leveraged SEO insights to enhance content visibility, leading to improved search rankings and increased web traffic.

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## CONTRACT/CONSULTING EXPERIENCE

### *Contract Roles*

November 2017 - Present

- **Futureproof Marketing Development:**
  - Managed social media strategy, copywriting, and content creation across various platforms.
  - Developed branded trademarks, mission statements, product pages, and recipe content.
  - Produced blog articles and press releases to announce new divisions for clients, enhancing brand visibility and engagement.
  - Clients included Birds & Bees Wines and Spirits, Aura Detergent, Blue Genius Solutions, KFS Rx Meals, and Wash Club.
- **Glanbia Nutritionals:** Copywriter/Content Marketing Writer
  - Crafted compelling copy for product relaunches, aligning messaging with business objectives to drive B2B engagement.
- **Live Pure Superfoods:** Social Media Copywriter
  - Developed and managed content calendars in alignment with marketing promotions, enhancing brand awareness.
- **Hart & Highland Agency:** Social Media Manager & Copywriter
  - Established strategic objectives for social media campaigns, successfully increasing client engagement through targeted content.
  - Clients Included **Partake Foods, Perfect Hydration, and KOE Kombucha.**
- **Healthy Cell:** SEO Content Copywriter
  - Created innovative content ideas to enhance website engagement and improve SEO performance.
- **MYT:** Social Media Consultant
  - Developed and launched effective social media and email marketing strategies.
- **KKF, LLC:** Social Media Copywriter & Influencer Marketing Manager
  - Oversaw social media marketing campaigns, increasing inbound traffic for the company website.

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## RESEARCH EXPERIENCE

**University of California, San Diego Moores Cancer Center**

*Research Assistant*

August 2015 - December 2016

- Provided research support through recruitment and screening of potential study candidates.
- Administered physical assessments during periodic clinic exams for data collection.
- Developed strategies and lifestyle modifications to meet the needs of individual study participants.
- Co-led weekly and bi-weekly group sessions, educating and supporting participants on lifestyle modifications.

**University of California, San Diego Autism Research Lab**

*Intern*

March 2015 - December 2015

- Assisted in research projects on autism spectrum disorders, contributing to data collection and analysis.

**University of California, San Diego Center for Human Development**

*Research Assistant, Pediatric Longitudinal Imaging, Neurocognition, and Genetics (PLING) Study*

September 2013 - December 2013

- Supported longitudinal studies focusing on pediatric neurodevelopment, assisting with data collection and participant engagement.

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**EDUCATION****University of California, Los Angeles**

*Bachelor of Arts in Psychology; Minor in Disability Studies*

2011 - 2015

**San Diego State University/Tufts University**

*Post-Baccalaureate Studies in Business/Marketing/Medical Sciences*

August 2015 - August 2017

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**SKILLS**

- Brand Marketing Strategy
- Digital Marketing Campaigns
- Content Creation & Copywriting
- Social Media Management
- SEO & Analytics
- Email Marketing (Klaviyo)
- Influencer Marketing
- A/B Testing & Performance Optimization

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## ADDITIONAL EXPERIENCE

- **VEGA SUPPLEMENTS:** Brand Ambassador (March 2017 - March 2019)  
Educated consumers and increased brand awareness across retail and digital platforms.
- **Smack! Media:** Marketing Account Manager/Public Relations Intern (June 2017 - August 2017)  
Developed marketing strategies for health companies across multiple media platforms.