

# Jamie Fletcher

185 Saxony Rd.  
Encinitas, California, United States  
(858) 964-8151  
Jamie.Fletcher921@gmail.com

## PROFESSIONAL EXPERIENCE

### KOR Shots

#### Social Media & Marketing Manager

July 2021-Present

- Manage and mentor internal and external team members in brand voice and image to deliver a consistent and unified image across all mediums
- Lead social and influencer engagement/blogger outreach/community management
- Manage influencer program from outreach; conduct influencer performance audits
- Demonstrated proficiency in developing creative ideas and bringing them to life through storytelling and presentation
- Deep day-to-day management and expertise in the brand's digital landscape
- Oversee updates to social platforms, sites and applications and support live event coverage in social spaces
- Initiate event research and outreach to secure lucrative marketing sponsorship opportunities
- Develop content strategy and management across various digital channels (email/blog/social)
- Manage content calendar across digital channels (email/blog/social)
- Develop copy across digital channels (email/blog/social)
- Act as head editor of all copy and content contributed by external team members

### ClearFast Nutrition

#### Social Media Manager, Copywriter, & SEO Specialist

January 2020-July 2021

- Owned social media presence across Instagram, Youtube, Facebook, LinkedIn, Twitter, and Pinterest with 4-10 posts a day across all 5 company brands
- Converted longer form content (blogs, podcasts, white papers) into micro-content (short video posts, stories, snaps, memes) suitable for each social media channel
- Manage, mentor and coach external and internal digital and content creatures; establish performance goals and conduct reviews
- Develop and deliver client presentations related to digital (social/influencer/paid) activations
- Lead social and influencer engagement/blogger outreach/community management
- Establish brand guidelines and best practices for influencers & internal content contributors to align with brand message & tone
- Serve as a visionary for social media and digital content strategy, acting as a proactive subject matter expert in social and digital media and developing team guidelines and protocols
- Establish short- and long- range objectives and develop strategic and technical plans for implementing social media campaigns
- Assisted and collaborated on all live event-run social campaigns by creating templates and plans of action ahead of time, as well as obtaining timely approval
- Curated content calendars across all brands and social media platforms and grew the organic following on all channels by a total of 438%
- Develop longform, short form, and advertising copy to support brand, marketing, growth, sales, and retail team
- Own the content calendar and copy generated by myself and external content contributors; edit and optimize outsourced copy for accuracy, grammatical correctness, word choice, brand voice, and SEO.
- Leverage SEO insights to develop integrated search strategies and plan of execution; track, report, and analyze content and SEO performance.
- Work with the Brand team to develop tests and content to gain incremental traffic, engagement, and revenue.
- Work with external content writers and marketing team to drive SEO in content creation and content

programming.

- Make ongoing recommendations on keyword discovery, expansion and optimization.
- Recommend changes to content and other factors to improve SEO positions for target keywords.
- Develop and implement a content marketing strategy & guide third party vendor on website content programming.
- Identify trends and insights in order to achieve maximum ROI in paid content marketing in conjunction with the organic content optimization

## **Glanbia Nutritionals**

Copywriter/Content Marketing Writer; Contract

May 2019-Present

- Create copy to align with goal-oriented messaging for successful product relaunch, creating a clearer view of how product can help brands attain business objectives
- Developed a deep understanding of nutraceutical industry jargon to best reach target B2B audiences • Showcased unique benefits of products with high-impact copy
- Consistently initiated cross-departmental collaboration to optimize content strategies and processes

## **Live Pure Superfoods**

Social Media Copywriter Writer; Contract

March 2019-Present

- Create and implement content calendar based on marketing promotions and current industry trends
- Write, research, and schedule original content for website and blog

## **Mend Well (Subsidiary of ClearFast)**

Social Media Manager

February 2019-October 2020

- Manage & own social media and content calendar
- Create innovative and marketable copy for various social media platforms
- Write, research, and schedule original content for health-based blog posts
- Curate creative social media copy for published articles
- Manage, mentor and coach external and internal digital and content creatures; establish performance goals and conduct reviews
- Monitor & report all social media data analytics
- Optimize digital and social content using SEO keywords
- Edit & publish digital content on WordPress
- Serve as a visionary for social media and digital content strategy
- Establish short- and long- range objectives and develop strategic and technical plans for implementing social media campaigns

## **Hart & Highland**

Social Media Manager

June 2019-October 2019

- Serve as a visionary for social media and digital content strategy
- Establish short- and long- range objectives and develop strategic for implementing social media campaigns
- Pitch, research, and develop SEO friendly content on behalf of Hart & Highland for the agency's clients
- Author and publish content for client's blog through Shopify
- Manage influencer program and monitor performance; provide guidance and feedback regarding performance and establish individual goals and objectives
- Monitor and build community engagement

## **Healthy Cell**

SEO Content Writer; Contract

May 2019-October 2019

- Conceptualize new content ideas for company website

- Write, research, and schedule original content for website and blog
- Coordinated with team members to decide voice and direction of promotions in order to meet and exceed client expectation's

### **Kim Kelly Fit, LLC**

**Social Media & Influencer Marketing Manager; Contract**

**November 2018-July 2019**

- Oversaw social media marketing campaigns
- Public relations and event management, including full cycle planning and execution
- Launched email and social media marketing campaigns
- Managed multiple social media platforms
- Increased inbound traffic for company website
- Exclusively developed ad marketing content

### **Maximize Your Talent**

**Social Media Consultant; Contract**

**March 2019-June 2019**

- Create platform specific content for the MYT social media profiles
- Curate, implement, and manage social media calendar
- Develop and launch an effective email marketing newsletter

### **VEGA SUPPLEMENTS**

**Brand Ambassador**

**March 2017-March 2019**

- Educate Consumers on both the products and the company
- Increase brand awareness and presence in major retail locations

### **Smack! Media**

**Marketing Account Manager/Public Relations Intern**

**June 2017-August 2017**

- Provide marketing and management services to health companies across several media and technology platforms.
- Develop new marketing angles across multiple social media and technology platforms
- Research partnership opportunities

### **University of California, San Diego Moore's Cancer Center, The Lean Living Study**

**Research Assistant, August 2015-August 2016**

- Provide research support through recruitment and screening of potential study candidates
- Administer physical assessments during periodic clinic exams for the purpose of data collection • Help to develop strategies and lifestyle modifications to meet the needs of individual study participants
- Input and evaluate data collected through the duration of each study cohort
- Co-lead weekly and bi-weekly group sessions which involve educating and supporting participants by providing information, lifestyle modifications, and coping mechanisms to improve the quality and outcome of their experience

### **RESEARCH EXPERIENCE**

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

**Intern March 2015-August 2015**

**University of California, San Diego Center for Human Development, Pediatric Longitudinal Imaging, Neurocognition, and Genetics (PLING) Study**

**Research Assistant, September 2013-December 2013**

### **EDUCATION**

**University of California, Los Angeles, Los Angeles, California United**

**States** *Psychology; Disability Studies Minor 2011-2015*

***San Diego State University/Tufts University***

*Post baccalaureate studies in Business/Marketing/Medical Sciences August 2015- August2017*

**WEBSITE**

**[HTTPS://JAMIEFLETCHER921.JOURNOPORTFOLIO.COM/](https://jamiefletcher921.journoportfolio.com/)**