

Jazmyn Stevens

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EDUCATION

Texas State University

San Marcos, TX

Bachelor of Science in Mass Communication & Journalism | Minor in Business Administration | Concentration of Multimedia Production.

- **Relevant Coursework:** Multimedia Journalism, Data Journalism, Media Writing, Editing and Managing Content, News Writing and Reporting, Media Design, Visual Storytelling.
- **Certificates:** Certificate in Marketing Foundation & Certificate in Marketing Tools: Social Media.

WORK EXPERIENCE

Alteriver ~ Remote

Marketing Manager

Houston, TX

May 2024-Present

- Developed and implemented marketing strategies to promote protective coatings for oil and gas industry applications.
- Managed and maintained the company's online presence, including social media platforms and website content updates.
- Coordinated and executed marketing campaigns, including email marketing, advertisements, and promotional materials.
- Conducted market research and analyzed trends to identify opportunities for business growth and product positioning.
- Assisted in the creation of sales presentations and product brochures tailored to client needs.
- Acted as the primary liaison between the marketing team, sales department, and executive leadership to ensure alignment of goals.
- Managed executive schedules, organized meetings, and coordinated travel arrangements for company leadership.
- Assisted in preparing reports, presentations, and other documents for executive meetings.
- Fostered relationships with clients and vendors, ensuring timely communication and smooth execution of projects.
- Monitored marketing budgets and tracked ROI for campaigns, adjusting strategies based on performance data.

Houston Independent School District

Project Manager

Houston, TX

Aug 2023-May 2024

- Develop and execute project plans, timelines, and schedules to ensure successful project completion.
- Coordinate project teams, assign tasks, and manage resources effectively.
- Monitor project progress, identify risks, and proactively implement mitigation strategies.
- Proven experience working on TEAMS in a professional environment.
- Ability to perform project management principles and improve processes.
- Proven experience meeting competing deadlines in a fast-paced environment.
- Demonstrated ability to communicate effectively with various audiences both in verbally and in writing.
- Communicate project goals, status updates, and expectations to stakeholders and team members.
- Create, design, and monitor websites for the use of Executive Directors and the 86 principals of HISD Central Division.
- Collaborated with diverse departments and stakeholders, fostering open communication channels to align efforts and meet project milestones.
- Created designs, produced job fair fliers and newsletters specifically tailored for schools within the Central Division, ensuring content was visually appealing and informative.
- Coordinated and executed mass email communications to liaise with Central Division schools, ensuring timely completion of requested materials ahead of deadlines.
- Conduct regular project/program evaluations and post-implementation reviews, capturing lessons learned and applying them to future projects/programs.
- Support the development and implementation of project/program-related policies, procedures, and governance frameworks.
- Stay informed about industry trends, emerging technologies, and project/program management best practices, and apply them to enhance project/program outcomes.
- Provided effective leadership and guidance, including goal setting, performance evaluations, coaching, and professional development.
- Actively engaged with customers, clients, and end-users through regular school visits, gathering personal feedback on the impact of departmental activities and identifying evolving needs.
- Created systems and events fostering a strong culture aligned with HISD and Division goals/priorities (Destination 2035).

NotFatherLess ~ Remote
Social Media Manager – Freelance

Houston, TX
July 2023-Dec 2023

- Developed and executed creative social media strategies to drive brand awareness and engagement, specifically tailored for children's education.
- Curated compelling and age-appropriate content across multiple social media platforms using tools like Canva and Adobe Premiere Pro.
- Monitored and analyzed social media trends and industry developments to implement innovative marketing campaigns that resonated with young learners and their parents.
- Oversaw successful social media advertising campaigns, strategically allocating budgets for maximum impact.
- Managed and maintained social media calendars, scheduling posts to ensure consistent and cohesive messaging that aligned with the educational values of the company.

Electrify America ~ Remote
Social Media Marketing Specialist

Reston, VA
Sept 2022-May 2023

- Represent the brand by responding to inquiries and comments via social media platforms from existing and prospective customers.
- Constructing responses to customers on social media channels (Facebook, Twitter, Instagram, LinkedIn, YouTube, etc.)
- Communicate with cross-functional teams to launch new marketing strategies to raise brand awareness.
- Deliver exceptional customer service to both new and existing customers, establishing the brand as a reliable and customer-centric entity.
- Providing exceptional customer service to new and existing customers.
- Approval of social media content of others before releasing.
- Utilized various communication channels such as emails, intranets, and team meetings to disseminate key messages and updates effectively.
- Showcase strong written communication skills, effectively conveying brand messages and maintaining a cohesive brand voice across all communication platforms.

My Harmony Hair ~ Remote
Social Media Manager & Content Creator

Pflugerville, TX
Jan 2020-Jan 2024

- Proven ability to repurpose content effectively, maximizing its reach and impact across various communication channels.
- Engage with the audience through live tweets and real-time interactions, enhancing brand visibility and customer engagement.
- Established feedback mechanisms to encourage open dialogue and employee engagement, contributing to a culture of effective communication within the organization.
- Demonstrated strategic thinking by aligning content strategies with business goals, contributing to overall marketing success.
- Keep the site current with Who's Who, current trends & hot topics.
- Attend events to obtain content.

The University Star ~ Remote
Sports Writer

San Marcos, TX
Oct 2021-Feb 2022

- Research, create, and produce sports that are captivating and unique.
- Write in an exciting, creative, and authentic manner.
- Develop story ideas, write, and edit sports stories for publishing.
- Interview sports subjects and research for facts and credibility.
- Use the latest editing and photography tools to create great stories.

Skills & Technology

Computer: Social Studios, MS Office Windows, Adobe Creative Cloud/Auditioning/Lightroom/Photoshop/ Premiere Pro, Social Media (Instagram, X, LinkedIn, YouTube, and etc), Excel – Pivot Tables, Open Refine - Data Analysis, Tableau – Visualizations, Canva, Hootsuite, Sprout Social, Sprinklr, WordPress, Google Analytics, Trello, Slack, Teams, MailChimp, Google Workspace, Salesforce.

Skills: Communication, Planning, Web Content Writing, Digital Media, Organization Skills, Problem Solving, Written and Oral Communication, Time Management, Creative Thinking, Ability to Multitask, Team- Oriented, Self- Driven, Content Creator, Self-Starter, Open-Minded, Willing to Learn, Deadline-Driven, Customer Oriented, Project Management.