

# Jessica Meko

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SOCIAL MEDIA MANAGER & ACCOUNT EXECUTIVE

VIRGINIA BEACH, VA

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## Education

### Virginia Tech

2013 - 2017

Bachelor of Arts, Creative Writing (Dean's List & Honors)

Bachelor of Arts, Literature and Language (Dean's List & Honors)

## Work Experience

### JOLLITY & CO: SOCIAL MEDIA MANAGER & CONTENT CREATION

May 2023 - PRESENT

Lead social media strategy development and execution, create content including graphics, videos and copy to communicate brand messaging. Manage day-to-day social media operations, including content scheduling, community engagement, and performance monitoring using analytics tools.

Currently manage three separate brands: Jollity & Co, Daydream Society, and Shop Sweet Lulu.

### MIX+SHINE MARKETING AND PR: ACCOUNT EXECUTIVE

Mar 2021 - May 2023

Managed a portfolio of client accounts, developed and executed strategic marketing and PR campaigns, and coordinated cross-channel marketing initiatives.

Ran various client social media accounts including creating content, content scheduling, community engagement, and performance monitoring.

Participated in a marketing campaign that led to a 270% increase in sales during the week of our market visit and maintained a 30 percent increase for the following 6 weeks.

### GRACE BIBLE CHURCH: DIGITAL & SOCIAL MEDIA COORDINATOR

Jun 2017 - Mar 2021

Spearheaded the organization's online presence and engagement strategies, managed various social media platforms, curated compelling content, and developed tailored campaigns to foster meaningful interactions with the community.

Established and led a photography team of volunteers, overseeing recruitment, training, and ongoing management to ensure high-quality visual content creation for various projects.

### THE SHE LAUGHS PROJECT: VISUAL DIRECTOR & EDITOR

Jun 2016 - Aug 2020

Created captivating visual content across various platforms, led the creative vision, and collaborated closely with the team to ensure mission, values, and brand identity.