




Jazz Craig

 310-562-4338

 JazzieCraig@gmail.com

 810 Lake Carolyn Pkwy Dallas, TX

MARKETING EXPERT & CONTENT STRATEGIST

PROFILE

Detail oriented marketing professional who has performed as a consultant for various companies nationwide. An innovative thinker with demonstrated experience running profitable marketing campaigns, executing social media content strategies, project management, graphic design, copywriting and website design.

SKILLS SOFTWARE

- Content creation
- Project management
- Social media strategy
- Ad campaigns
- Copywriting
- CRM Management
- Bookkeeping
- Email Marketing Campaigns
- Asana
- WordPress, Wix
- ClickFunnels
- Kajabi
- Online learning and courses platforms
- Hubspot, Planoly, Later, Mail Chimp and others

EDUCATION

B.B.A BUSINESS ADMINISTRATION
Loyola Marymount University 2010

SEMESTER AT SEA INTERNATIONAL STUDY ABROAD PROGRAM
University of Pittsburgh 2007

AOD COUNSELING CERTIFICATION
Loyola Marymount University Extension-Los Angeles, Ca. 2013

EXPERIENCE

MARKETING SPECIALIST & CONSULTANT SELF-EMPLOYED

DALLAS, TX

May 2019 - Present

- Recent clients include Texas Real Estate Marketing, Freedom Solar Power, Louisiana Fried Chicken, Brighter Tomorrows Women's Shelter, Solar Gurus Dallas, Crystal Lotus Veterinary Medicine, Millionaire Motors, and many more
- Provide marketing strategy for small business owners and entrepreneurs.
- Provide advanced training in applications of online tools and platforms to help them streamline their operating systems, and increase productivity and revenue.
- Design and build engaging websites, landing pages, and online trainings.
- Manage client's social presence across platforms using digital marketing expertise and creating high-quality and profitable advertising campaigns.
- Help companies build brand awareness online through storytelling and attract new customers using the most current social media technology and trends.

KEY ACCOMPLISHMENTS:

- Leveraged a Chef client's social media to grow his email list by 2000 in less than 12 weeks, while also successfully creating and selling his digital products through paid social ads which generated over \$8K in new yearly revenue.
- At Millionaire Motors, I created a paid social campaign on Facebook that resulted in a 50% increase in site visitors to the company website.
- Increased subscribers from 0 to 750 on instagram for an Animal Acupuncture Clinic resulting in 10-20 organic phone call leads per month.

MARKETING COORDINATOR XIN BEAUTE

MANHATTAN BEACH, CA

Nov. 2015 - April 2020

- Create innovative ideas to drive new clients to visit Mariposa Spa for beauty services including permanent makeup, lashes, facials and massage.
- Responsible for all planning & posting to various social channels to promote company as well as individual service providers
- Oversee the creation of all brand guidelines, online media, concepts, and assets.
- Assisted in producing live and virtual training events and courses for cosmetology professionals.
- Email marketing & list building

PRODUCTION DEVELOPMENT ASSISTANT STATE STREET PICTURES

HOLLYWOOD, CA

Sept. 2010 - Feb. 2015

- Oversee various projects that benefit the administrative team and the organization as a whole.
- Manage and maintain the executive's calendar.
- Research and explore relevant and emerging media stories for production consideration
- Work alongside an on-set production team to assist with motion picture films.
- Work in a cross-functional team to help with character development, script coverage, casting, composing angle books for the director, and processes for in-house and external artists.