**Jayme Wilson**

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I am seeking to elevate my career with an organization where I can utilize my marketing, communication, and detail-oriented skills to benefit mutual growth and success.Professional Experience:

Marketing Assistant, Hoff & Leigh August 2017 - Present

* Collaborate with commercial real estate agency brokers in 4 different markets: Northeastern Ohio, Colorado Springs, Denver, and Castle Rock
* Responsible for meeting deadlines, and creating/delivering marketing ideas and activities
* Ensure that messages are consistent with marketing strategies to increase sales
* Maintain and manage the listing database, plus marketing software to market all brokerage’s listings
* Create brochures, email campaigns and marketing collateral with InDesign, Illustrator, and Photoshop
* Deliver content via website, marketing websites, social media, and email
* Develop methods to streamline the process while managing incoming requests by tracking the status
* Create sale materials resulting in faster turn around times while managing digital assets simultaneously

### The Greeley Historic Preservation Office, Intern January 2017 - May 2017

* Completed a full Strategic Campaign to enlarge The Greeley Historic Preservation Office in Greeley, CO
* The Campaign was focused on social media (mainly Instagram) and direct marketing strategies such as Word of Mouth, Developing Partnerships with the school and the community, and using traditional advertising strategies. Together helped increase brand awareness for the client
* Expanded social media outreach by 50% over four months by implementing social media strategies for Instagram identified by the strategic campaign, which included regularly posting/creating content, contests, events, merchandise, and following our target market in hopes of them following back.

### The Mirror, Ad Representative/Social Media Coordinator January 2016 - December 2016

* Implemented direct marketing tactics to grow the popularity of the school newspaper of UNCO
* Negotiated and sold ad spots for the newspaper to local and franchised businesses
* Worked with a team in order to publish the paper before the deadline each week
* Created content for social media channels by observing stories made for the paper, or from live events

Sales Associate, Sears February 2015 - April 2017

* Commission-based sales of household appliances – Consistently hit sales goals and lead the sales team for six months straight earning three employee-of-the-month awards
* Developed and practiced valuable verbal skills
* Able to multitask and handle situations under extreme pressure

Education:

University of Northern Colorado (UNCO), Greeley, Colorado August 2013 - May 2017

* Bachelor or Arts in Journalism with an emphasis in Public Relations and Advertising

# Technology:

Software, Web, Multimedia:

* Microsoft Office, WordPress, Adobe Creative Suite, and Matterport