

# JASMINE ECLIPSE

• marketing specialist •

## ABOUT ME

I am passionate about all things marketing. My talents have taken me from Hawaii, to China, to working for the FBI, partnering with international brands, and getting an invitation to the White House from the First Lady. And I'm just getting started.

## EDUCATION

Marketing Communications  
Journalism & Public Relations  
Bachelor of Arts, University of Oregon

## EXPERIENCE

### Now **WebROI - JD Gervais Consulting Group, Ltd.**

Web Marketing Manager

- Writing, editing, & using media messaging dissemination to complete project goals
- Conducting qualitative analyses upon project completion & gathering user feedback to improve content
- Disseminate technical information through a company's communications channels

### 2015-16 **Ardent Management Consulting**

Content Manager & Marketing Communications Coordinator

- Assist on projects to re-brand federal government agencies (DHS, USGS, FGDC)
- Work with government clients to manage content in an online environment
- Design graphics, logos, marketing, and collateral materials for government campaigns

### 2012-15 **Heroes Hawaii**

Social Media Manager

- Developed a social media strategy to increase engagement of company platforms
- Spearheaded a viral campaign for company products and distributors

### 2011-14 **Emerald Media Group**

Copy Chief & Editor

- Assisted in an internal revolution, which included a massive transition from a daily publication to a bi-weekly paper, producing a larger online presence
- Company was awarded "America's Best College Media Company" and was recognized by the New York Times and FOX/CNN under my leadership
- Managed a team of writers, editors, photographers, and designers to revise all copy, write SEO content, and designed publications using InDesign, InCopy, and Wordpress

## SKILLS

SEO & Analytics



B2B & B2C Blogging



Graphic Design



Project Management



Photography



Content Development

