

Jessica Segal

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PLATFORMS & SKILLS

Shopify	MailChimp	Yelp
Squarespace	Constant Contact	Pinterest
Weebly	Hootsuite	Adobe Photoshop, Illustrator and Indesign
Drupal	Facebook	Graphic Design
HTML and CSS	Instagram	Google Analytics
	Twitter	

RELEVANT EXPERIENCE

Digital Marketing Consultant, Sweet Secrets Chocolate, Carol Stream IL **Mar 2018-present**

- Designed and executed automated welcome email, thank you email, abandon cart email, and product retargeting email, resulting in 6% increase in conversions.
- Created email templates for sales, featured products, and monthly newsletters for a national customer base that motivated higher click through rates.
- Designed and integrated an email sign-up popup for the website and integrated an email sign-up feature on Facebook resulting growing the email list by 7% over 2 months.
- Integrated Shopify store with Facebook and Instagram to increase conversions from those platforms.
- Develop social media and email marketing strategy and content calendar based on analytics from Google and Facebook.
- Managed and updated blog including writing and editing content.
- Designed graphics for email, social media, and website.

Digital Marketing Manager, Distinct Bath & Body, Chicago IL **Apr 2017-present**

- Managed website transition from Weebly to Shopify including design, copywriting, and uploading product inventory which led to an increase in website sales and expansion to the LA market.
- Choreographed a schedule of targeted email and Facebook marketing campaigns, resulting in increased website traffic and sales both in-store and online.
- Designed and integrated an email sign-up popup for the website and integrated an email sign-up feature on Facebook growing the email list by 37% over 6 months.
- Redesigned email templates resulting in an increase in click through rates.
- Created and scheduled content for Facebook and Instagram utilizing strategies to increase brand mentions and engagement.
- Planned and implemented digital marketing strategy for both in-store and online sales using MailChimp, Social Media, Yelp and Square.
- Designed graphics for email, social media, and website.

Assistant Fine Arts Director, North Central College, Naperville, IL **June 2015-Present**

- Aided marketing department in creating and choreographing multichannel marketing campaigns that resulted in several sold out shows and ticket sales that surpassed projections each season.
- Designed and executed email and social media marketing based on analytics from Facebook, Constant Contact and Google Analytics to optimize conversions, resulting in increased open and click through rates.
- Social media management including creating and scheduling posts aimed at increasing brand

awareness and audience engagement.

- Proactively monitored and responded to questions and comments from community members and potential consumers on social media sites as well as popular customer review sites.
- Managed and updated website content using Drupal.
- Designed graphics for email, social media, and website.
- Assist Director in planning and implementing programming for visual and performing arts seasons based on audience insights and ticket sales.
- Worked closely with the offices of Development and Institutional Advancement to plan and implement strategic fundraising plans and oversee donor relations for arts donors.
- Worked with a team of 4 staff members and oversee 50+ student workers.

Executive Director, Union Street Gallery, Chicago Heights, IL

Mar 2010-Jun 2015

- Managed all marketing including multi channel campaigns and press releases which contributed to achieving attendance objectives and a 23% increase in juried show entries.
- Managed the gallery's Facebook page including responding to inquiries and creating and scheduling posts that increased engagement and event attendance.
- Wrote copy for all print materials including postcards and exhibit catalogs.
- Acted as chief spokesperson and community liaison for the gallery; lead community outreach efforts and build community partnerships including local government and educational facilities.
- Planned and implement exhibits and art education programming.
- Managed all administrative and financial matters, work with the board on strategic fundraising campaigns and aid the finance committee in developing the annual budget.
- Wrote and report on grants from federal, state, and foundation sources.
- Hired, supervised, and manage staff including volunteers and interns; coordinate with board subcommittees and studio artists' collaborative committees.

EARLY CAREER

Gallery Assistant, Tarble Arts Center, Charleston, IL

Jul 2008-May 2009

Advertising Representative, 22nd Century Media

Dec 2007-Aug 2008

Gallery Assistant, Packer Schopf Gallery, Chicago, IL

Mar 2007-Aug 2007

SPECIAL PROJECTS

Curator and Social Media Marketing, Woman Made Gallery, Chicago IL,

Jul 2015- Aug 2016

Curated "Quest: Choose your Adventure" a video-game art exhibit featuring work by Krista Hoefle and a panel talk featuring bloggers from Not Your Mama's Gamer. Created and executed a successful Facebook and Instagram campaign to build excitement for the exhibit including giveaways and weekly "quests" for prizes. The result was an increase in Facebook followers for Woman Made Gallery and stellar attendance opening night with over half of the audience being new to the gallery.

PROFESSIONAL AFFILIATIONS

Member, 100+ Women Who Care, Naperville

Member, Professional Women's Network

Member, Chicago Artists Coalition, Chicago, IL

Past Committee Member, Presidential Advisory Committee, Prairie State College, Chicago Heights, IL

Founding Member, SAMBA, the Southland Arts, Municipalities, and Business Alliance

EDUCATION

Master of Arts, Eastern Illinois University, Charleston, IL

Apr 2009

Concentration: Studio Art

Thesis: Final Group Exhibition

Bachelor of Arts, Eastern Illinois University, Charleston, IL

Dec 2007

Major: Art

Minor: Advertising