

JESSICA HARDEN  
CHARLOTTE, NC 28217  
JESSBHARDEN@GMAIL.COM | 513.833.7679

## EDUCATION

Elon University 2018  
GPA: 3.89  
Strategic Communications  
Teaching & Learning  
**Study Abroad:** Australia,  
London, India

## HIGHLIGHTS

Detail oriented  
Deadline driven  
Excellent writer  
Motivated & proactive  
Self-starter  
Entrepreneurial experience

## HONORS

Magna Cum Laude  
President's List  
Dean's List  
Phi Kappa Phi  
Lambda Pi Eta  
Phi Eta Sigma  
Elon Engagement Scholarship  
Teaching Fellows Scholarship

## PROFICIENCIES

Microsoft Office  
Photography  
Adobe Creative Suite  
Procreate  
French (writing & verbal)

*Creator and President of Elon  
University's Photography Club  
(2015-2018)*

*Sigma Kappa Sorority Member*



Jessica-b-hall

## EXPERIENCE

### Commerce Writer at BuzzFeed Inc. | August 2022 - Present

- Pitch and write 4-7 entertaining, shop-able articles weekly that highlight home, pets, cleaning, parenting, fashion, and beauty products
- Write personal product reviews with an engaging and authentic tone
- Use data and analytics to test and iterate content to improve affiliate commissions

### Marketing manager at SpencerHall | August 2019 - Present

- Develop content and manage outreach to database of 16k contacts
- Lead social media strategy and execution

### Educator at lululemon | December 2020 - July 2022

- Initiated and developed training guide for new hires
- Responsible for drafting local outreach emails to a database of 35k
- Facilitated guest relationships and product education

### Sales Associate & Social Media Delegate at Orangetheory | March 2020 – August 2021

- Managed studio's content creation and social media accounts
- Served as a client liaison, brand ambassador and salesperson

### English as a Second Language Teacher Online | January 2020 – November 2020

- Engaged students online through total physical response, expression and clear enunciation
- Taught 25-minute lessons on a variety of topics to beginning English students
- Prioritized creating an entertaining and engaging learning environment

### Content Production Intern at Fresh Content (NC) | Summer 2019

- Led new business development efforts
- Developed social media content to drive prospect awareness
- Created marketing plans and managed project timelines

### Strategist at The Agency (NC) | March - June 2019

- Created innovative service bundles to drive new business
- Edited videos with Premiere and After Effects to increase clients' social media traffic
- Created proposals to pitch to new clients
- Wrote copy for ads and websites that ranged from irreverent/humorous to clinical/therapeutic