


Jade Fryer, MBA

Marketer. Designer. Strategist.

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OBJECTIVE

Goal-oriented and exceptionally organized recent Master of Business Administration (Marketing Concentration) graduate with a 3.93 GPA, with 2 years of marketing experience and 9 years of graphic design experience. Aiming to leverage academic experience and a proven knowledge of marketing, branding, content creation, and social media management.

EDUCATION

Master of Business Administration, Marketing Concentration / 3.93 GPA

Florida Agricultural and Mechanical University / Spring 2021

Bachelor of Science, Business Administration / 3.78 GPA

Florida Agricultural and Mechanical University / Spring 2019

PROFESSIONAL EXPERIENCE

HBCU Culture Shop / Social Media & Marketing Coordinator

Remote / August 2020 – February 2021

- Launched an interactive Instagram story campaign that generated **6,200+ impressions via story** and **20,000+ impressions via feed**
- Utilized Historically Black College and University and apparel industry trend knowledge to develop engaging content for social media platforms, reaching **9,300+ accounts**
- Assisted in the development and editing of written, video, and photo content for social media and email campaign distribution

Kao USA Inc. / Marketing Intern

Cincinnati, OH & Remote / June 2019 – August 2020

- Demonstrated market intelligence by conducting research on potential buyers, understanding and documenting the buyer's process, and assessing the competitive landscape of the introductory brand, Wakati
- Led the creation of a social media content calendar along with the populated content that helped the brand's social following increase by a combined **2,000+ followers** on Twitter, Instagram, and Facebook
- Designed social media, website, and direct-to-consumer content that captured overall brand purpose. Designs can be found on product pages of major retailer website, Walgreens
- Orchestrated the WakatiU Ambassador Program by contacting and interviewing ambassador candidates, creating an onboarding slide deck, facilitating their onboarding process, and designing the branded items they would receive

Appleseed Consulting / Marketing Intern

Atlanta, GA / May 2018 – August 2018

- Created, curated, and published relevant content in alignment with company editorial calendar, resulting in growth of existing **Twitter (44%)** and **Facebook (26%)** audiences
- Produced a video advertisement to promote public speaking opportunity, resulting in **4,500+ views** across social platforms
- Developed a social media strategy that helped lead **562 new users** to the company website, viewing **1,746 pages** over three months

SightsSet Consulting, Mynd Matters Publishing / Marketing Intern

Atlanta, GA / June 2017 – August 2017

- Developed and executed the company's social media strategy by curating daily content from various sources to leverage on the company's social media and **increased page views by 57%**
- Facilitated bi-weekly meetings with potential vendors and business leaders to assess strategic partnership opportunities

LEADERSHIP

- **Delta Sigma Theta Sorority, Inc., Beta Alpha Chapter** / President (2020-21), 2nd Vice President (2019-20), Publicity Chair (2018-19)
- **National Pan-Hellenic Council, FAMU Chapter** / President / 2019-2020
- **SBlconic** (Student-Led Internal Company) / CEO (2019-20), Vice President (2018-19), Director of Creative Design (2017-18)
- **Journey Magazine** / Co-Art Director / Jan 2018 – May 2018
- **FAMU First Year Experience Program** / Peer Mentor / 2017-2019

ACHIEVEMENTS

- 2020 Essence x Pepsi 'She Got Now' Honoree
- Order of Omega Greek Honor Society, Phi Beta Chapter
- Golden Key Honor Society
- National Society of Collegiate Scholars

SKILLS & SPECIALTIES

Adobe Illustrator

Adobe Photoshop

Adobe XD

Adobe InDesign

Adobe Acrobat

Adobe Experience Manager

Microsoft Office 365

Google Workspace

Squarespace

Trello

Leadership

Social Media Marketing

Graphic Design

Brand Strategy

Advertising

Content Creation

Scheduling

Beginner UX/UI Design Knowledge

Buffer

Hootsuite