

# Jodi Grasso

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## Digital Marketing Specialist

Reliable, energetic, and resourceful design and marketing professional with over a decade of designing for multiple markets, over 5 years of digital marketing, resolving customer needs, and developing community. Ability to cultivate key client relationships for multiple campaigns in diverse industries. Expertise in branding, social media marketing, community management, and leading/working on multiple projects. Technical savvy and great at customer service and thinking outside of the box.

### WORK EXPERIENCE

AfterGo, LLC -Chicago, IL 10/2022-PRESENT

Marketing Strategist

Startup Web 3.0 which I am currently helping bring to market through social media campaigns, influencers, lead generation, podcasts, and strategic partnerships.

- in 30 days, I brought them online with a social media presence
- Developed go-to-market strategy with budgets and projections
- Created Video and Still marketing ads for the go-to-market plan

Lively Paws and ceLaser Engrave - Greeneville, TN 04/2021 - PRESENT 2 years

Marketing Strategist

Responsible for managing customers and accounts for B2b and B2C (eCommerce) while ensuring quality service.

- Marketing Director running all creatives and campaigns, social media, community, influencers, new product design, video editing, email campaigns, etc. copywriting and SEO research - master of the BELT Method for advertising.
- Branding Specialist
- Influencer Manager for over 130 influencers. Maintain and develop influencer contracts, community management, and customer service.
- Customer Service Rep for all shipping, order, subscription and product complaints and issues
- Increased customer base by 40% during the year 2022 due to community management and better advertising methods
- ClickFunnels, Klavio, GetResponse, SEMRush, SwipePages, Adobe Creative Suite, Figma, Veed, Buffer, Canva, etc.

Enlightenya - Los Angeles, CA and Greeneville, TN 10/2018 - 07/2022 - 4 years

Coach/Community Manager/Lead Generation/Sales/Group Presenter

Marketing and Sales to acquire and close life coaching clients. Also, helping businesses find the holes in their business that keep them from scaling.

I have amazing listening skills, can troubleshoot problems, and learn quickly.

- Closed 95% of clients to high-ticket programs
- Individual and group presentations on Zoom and in person
- 100% Customer satisfaction

Different Color/Interactive Media/Pearson Performance Solutions - Orlando, FL - 10 years  
Art Director and Project Manager

Working across several markets as a staff creative designer I created animations, images, and UX for WBT and CBT platforms. In the tenure of my career there, I was promoted to art director and managed a team of 10 artists and was a project manager of two ongoing projects. I was also part of their proposal team writing budgets and doing quick designs for potential new clients. The clients I worked with during this time, included government contracts, high-tech, pharmaceuticals, and telecom. This was an extremely high-paced environment where I thrived.

\*References are viable upon request

### SPECIAL DIGITAL MARKETING TRAINING

Taken Classes in Digital Marketing for Meta (Facebook) and Instagram and have learned and implemented a proven method that works and converts clients at a higher level than anything out there. While other marketers are saying that Social Media Ads are no longer converting, I know the right way to drive successful ads, post-pandemic!

Copywriting for the brand, creating hooks, headlines, and copy for ads, and email campaigns.

Email Campaigns - know how to write email campaigns that convert. How to separate an audience into those that respond to email and how to engage those that don't.

Using social media for market research for new products, to find hooks and the A/B split testing and creating landing pages and Ads that CONVERT!

### EDUCATION

Ringling College - Sarasota, FL  
Bachelor of Arts - Computer Design and Animation

### VOLUNTEER EXPERIENCE

Junior Posse - Los Angeles, CA

Youth Mentoring Organization - Danville, CA

- Worked as a volunteer youth mentor to empower and support children.
- Mentored teens and young adults to reinforce positive behaviors.

Girl Scout Leader - Walnut Creek, CA

Habitat for Humanity - Sarasota, F

Big Brother/Big Sister New College Program - Sarasota, FL