

MICHELLE JEWELL

MARKETING SPECIALIST

michelle.jewell04@gmail.com | 910-514-4765 | Cary, NC | [LinkedIn](#)

SUMMARY

Versatile Marketing Specialist with 5+ years of experience working in nonprofit, higher education, and corporate settings, specializing in content strategy, campaign management, and stakeholder engagement. Skilled in creating and executing multi-channel marketing initiatives, leveraging analytics to optimize outreach, and managing cross-functional collaboration to strengthen brand presence and community impact. Experienced in digital content production, event promotion, and audience engagement across diverse platforms.

PROFESSIONAL EXPERIENCE

Program and Marketing Assistant, Science for Success (at NCSU) *January 2025 - Present*

- Supported program operations and marketing efforts by coordinating events, creating promotional materials, and managing communications to enhance student and community engagement.

Project Coordinator, Department of Genetics (N3C at UNC Chapel Hill) *August 2024 - December 2024*

- Oversaw cross-functional projects by managing timelines, organizing stakeholder communication, and streamlining workflows to ensure successful program delivery.

Public Communications Specialist, PlayMakers Repertory Company *November 2023 - August 2024*

- Led communications initiatives by developing marketing campaigns, producing digital and print content, and strengthening audience engagement for season productions.

Media Marketing Specialist, Coast to Coast Fleet *April 2023 - November 2023*

Social Media and Marketing, Freelance *September 2020 - November 2023*

SKILLS

Multi-Channel Marketing, Content Strategy & Planning, Paid Ads (Google & Socials), On-Page SEO, Email Marketing, Analytics & Reporting, Campaign Tracking, Copywriting, Trend Analysis, Adobe Photoshop, Adobe Premiere Pro, Adobe Lightroom, Videography, Photography, Canva, Hootsuite, Sprout Social, Mailchimp, Hubspot, HTML/CSS Basics, Google Workspace &, Microsoft Office Suite, WordPress, Elementor for WP

EDUCATION

B.A. in Music Theory and Composition
Campbell University

August 2014 - May 2018

ADDITIONAL INFORMATION

- **Languages:** English
- **Certifications:** Elementor for WordPress Design, Hootsuite Fundamentals, Hootsuite for Advanced Uses, Mailchimp Essential Training, WordPress Essential Training, Google Analytics and SEO Foundations.