JESSICA BOFF

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EXPERIENCE

TRANSLATION LLC   SOCIAL STRATEGY INTERN
Summer 2015
- Provided feedback for State Farm's content calendar and digital integrations reviews to implement rich media posts
- Individually lead State Farm's Instagram revamp to create an insightful presentation that explains the necessity for specific content creation
- Studied social media analytics to optimize social pages, increase awareness and engagement for both organic and paid content
- Worked alongside the creative team to compile a 360 campaign for The Stashed in order to increase engagement and reposition the brand

SHARED INK   STRATEGY INTERN
January – May 2015
- Analyzed online data and research to suggest the most optimal digital advertising strategy for ongoing brands and clients
- Assisted in creating and optimizing Google Adwords and Facebook Ads to promote Bounce Boat events
- Worked alongside the creative team to compile decks for client meetings and presentations

THE SQUEEZE   MARKETING & SALES INTERN
Summer 2014
- Assisted in social media channel management using HootSuite to put out content
- Researched market trends and target market to help understand consumer needs
- Reached out to influential social media individuals to advertise products and promote at specific events that are health and body conscious

LEADERSHIP

IBM BUISNESS STRATEGY &INSIGHT CASE COMPETITON
2nd Place Winner - Fall 2013
- Performed an audit of online conversations to identify social channels and influential online voices
- Demonstrated social media insight to IBM executives about specific companies that IBM would be interested in targeting, focusing on security and cloud services

EDUCATION

PACE UNIVERSITY; LUBIN SCHOOL OF BUISNESS
New York, NY – GPA: 3.3 – May 2015
- Dean's List Honor

FLORENCE UNIVERSITY OF THE ARTS
Florence, Italy - Spring 2014 – Study Abroad

SKILLS

- Technical: Adobe Creative Suite, Microsoft Office, Simmons OneView, MRI, Nielsen, HTML/CSS, Keynote, Facebook Ads, Google AdWords, HootSuite
- Languages: Fluent Portuguese and Spanish

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