

# Jamie Travis

jtravis16@gmail.com

231 Grand St. #1R

Hoboken, NJ 07030

(c) 908.343.8489

**PROFILE** Personable and well-rounded communications professional thriving off of a challenging and stimulating career in marketing. Experience with online media tools and press release writing. Excellent writer and proofreader. Skilled communicator with an aptitude for technology. Known by superiors and peers as a quick learner and active listener. Exceptionally organized and always looking for a new challenge.

## EXPERIENCE

### **Lebhar-Friedman** (New York, NY)

*Account Manager* | November 2013 - present

- Manage and execute all client-related projects for 4 print publications and 5 online news sites
- Editorial proofing in Adobe InDesign; image editing in Adobe Photoshop
- Web production and editing using Drupal
- Email marketing and audience development
- Print and digital production and reporting/analysis

### **Experian Marketing Services** (New York, NY)

*Senior Account Manager* | August 2012 - October 2013

- Email marketing production and quality assurance in client services division for fashion and beauty brands
- On-site email coordinator at client office 2 days/week
- Manage data uploads, triggered mail, special projects
- Mentoring/training account managers

### **Coyne Public Relations** (Parsippany, NJ)

*Account Executive* | June 2012 - August 2012

- Ran online network of 260,000 influencers to engage brand advocates in word-of-mouth/PR programs
- Managed interns and Account Coordinators to execute online campaigns for General Mills brands
- Relaunched website with social rewards integration
- Independently created/coded HTML newsletters

*Assistant Account Executive* | August 2011 - June 2012

- Event planning and media outreach for the 45th Pillsbury Bake-off and related events
- Writing/editing emails, web content, flyers

*Account Coordinator* | November 2010 - August 2011

- Primary liaison with data management company during transition to in-house technology
- Social media outreach via blogger network

### **Freelance** (Hackettstown, NJ)

*Web Designer/Social Media Developer* | 2010 - present

- Designed/maintained local and national client websites in Dreamweaver and Wordpress
- Ghost blogger and social media manager for startup
- Created/managed social media for local businesses



[www.jamie-travis.com](http://www.jamie-travis.com)

<http://linkd.in/jamietravis>

[www.jailavie.com](http://www.jailavie.com)

[gplus.to/jtravis](https://plus.to/jtravis) | [@jtravis16](https://twitter.com/jtravis16)

## RELEVANT SKILLS

- HTML, CSS, and basic JavaScript
- Adobe: Photoshop, Dreamweaver, InDesign
- Content Management Systems (Wordpress, Drupal)
- Social networking, blogging, and online media
- Media monitoring and aggregator programs
- Cision, Compete, Quantcast, Lexis Nexis
- Basic film editing: Avid, iMovie, Final Cut
- Extensive knowledge of Microsoft Office programs
- Proficient in the French language

## EDUCATION

### **The New School** (New York, NY)

*MA in Media Studies* | Spring 2012

- GPA: 3.94
- Departmental Merit Scholarship
- Coursework: media ethics, design, and analysis
- Study Abroad to Paris, France (June 2010)

### **University of Delaware** (Newark, DE)

*BA in Mass Communication* | Fall 2009

- GPA: 3.562
- Minors: Interactive Media (Web Design), Journalism
- Certificate of Business Essentials
- Dean's List (Fall 2006 - Fall 2009)
- Lambda Pi Eta Communication Honor Society
- PRSSA Executive Board and webmaster (2008 - 2010)
- UD Club Field Hockey (2007 - 2009)
- The Review student newspaper writer (2007, 2009)
- UDress magazine writer (2006 - 2007)
- Water for Schools charity campaign founder (2009)
- Study Abroad to Italy (Winter 2008)
- Study Abroad to Cannes, France (Winter 2009)

## ACTIVITIES

### **University of Delaware Alumni Club** (N. New Jersey)

*Communications Chair* | July 2013 - present

- Planning and promoting alumni events including social, networking, and community service activities
- Manage social media accounts

### **New York Women in Communications** (New York)

*Member* | January 2010 - December 2010

- Networking with local communications professionals

### **Noah's Ark Animal Welfare Assoc.** (Ledgewood, NJ)

*Media Volunteer* | August 2010 - December 2010

- Press release writing, pitching, and planning