



JESSICA LAWLER

Digital Marketing Leader

Portfolio: www.jessica-lawler.com | jessmue@icloud.com

PROFESSIONAL SUMMARY

I'm a storyteller and strategist. You can expect a results-driven digital marketer and team leader who is customer-obsessed and passionate about creating relationships between brands and customers, especially when working cross-functionally with partners to make it happen.

WORK EXPERIENCE

November 2020 - Present

Manager, Social Media

Travel + Leisure Co.

- Built a cross functional social and digital content team, set direction, scaling best practice and mobilizing for in-market content captures to support content strategy.
- Partner with internal Marketing, Brand, PR, CRM, Web, Digital Analytics, Inventory Management, and Product teams to understand business needs, translating into social media strategies that deliver measurable business growth (sessions, sign-ups, memberships, and bookings, efficiently).
- Develop end-to-end social media strategy for multiple brands in Travel + Leisure Co. portfolio, while leading a team of paid, organic, community, creative, influencer, and listening professionals.
- Provide editorial direction for social media and blog activity across all brand social accounts; identify growth opportunities and guide the team in early adoption of emerging trends.
- Launched the social media presence for Travel + Leisure GO to drive awareness, engagement, and website sessions; grew followers from 0 to over 150,000 in the first year with a 6% engagement rate.
- Overhauled the Extra Holidays social media presence, resulting in +162% in revenue from social media, +130% in website sessions, +6,000% in engagement rate, and +29% followers.
- Pivoted to a video-first content approach; launched TikTok resulting in 5.29M organic views in 2022.

Communications Director

June 2020 - November 2020

Give Kids The World Village

- Led marketing strategies and directed creative and copy teams on cross-channel materials for social media, blog, newsletter, and website from concept to design.
- Concepted, created, and directed the first-ever virtual fundraisers on Facebook Live. Partnered with vendors, managed event run of show, approved programming, and led website tracking.
- Drove social media and PR efforts to minimize pandemic-caused closure while maximizing positive news to keep GKTW top of mind and generate donations in preparation for reopening.
- Managed the editorial calendar for all digital-first content, directing teams of staff and volunteers.

Social Media & Content Strategist

July 2018 - June 2020

- Created and led end-to-end social media strategy; developed campaigns and content to drive KPI's that engaged all core stakeholder groups while pushing brand messaging to prospective donors.
- Managed digital advertising on paid social and Google Ad Words to support fundraising initiatives, resulting in record earnings in 2019 End of Year campaign (62% over revenue goal).
- Led team in building social communities, cultivated engagement, and provided exceptional guest service through direct communications and rapid response.
- Analyzed paid and organic data, set KPI's, tested strategies, and continuously adapted based on key learnings; built monthly social media reports to communicate business impact to executive leaders.
- Managed marketing internship program; mentored and led to support social media objectives.



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WORK EXPERIENCE, CONTINUED

Digital Media Manager

July 2017 - July 2018

Kalahari Resorts & Conventions

- Managed digital media strategy for Kalahari Resorts and Conventions' three resorts and five sub-brands through content development, social advertising, crisis communications, influencer relations, brand reputation, and community moderation.
- Educated and garnered awareness through campaigns like #SurpriseSpringBreak, which increased positive engagement by 17% while driving 2.6 million impressions in a three-day period.
- Optimized advertising across the digital landscape; ensured each touchpoint drove guests through the booking funnel to convert.
- Spearheaded implementation of Sprinklr for owned and earned listening to better understand the consumer through sophisticated tagging, data collection, and reporting.
- Analyzed online conversations to optimize content strategy and provide recommendations to communications and guest relations teams.

Social Media Show Ambassador

November 2016 & 2017

IAAPA Expo

- Led team of social media ambassadors in real-time social media coverage of IAAPA Expo's press conferences, show floor, education sessions, and offsite events.

Social Media Manager

March 2015 - July 2017

Great Wolf Resorts, Inc.

- Built organic social media strategy, including content development, community moderation, crisis management, campaign creation and storytelling for 14 resorts on all company social media channels.
- Developed storylines; created content for social media, blog, and print collateral to drive KPI's.
- Planned and directed photo/video shoots to meet content needs for the greater marketing strategy.
- Led grand opening social media strategy for two resorts, earning multiple PRSA Awards and industry awards for execution and results.
- Cultivated relationships with influencers, media, and partners to broaden awareness of brand.
- Managed community feedback and reviews from listening and moderation to escalation and resolution; created processes with resort operations leaders to swiftly support on-site guests.

PR & Marketing Coordinator

May 2014 - March 2015

Crystal Computer Consulting

- Executed on marketing strategy, driving initiatives across print, radio, out-of-home, and digital.
 - Coordinated and produced collateral, including social media, blog, radio ads, outdoor ads, quarterly newsletters, press releases, and fact sheets geared toward new client acquisition.
 - Updated company website content, adhering strictly to brand standards.
 - Analyzed results and reported marketing strategy successes to key leadership.
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EDUCATION

University of Wisconsin - Platteville

BS Communications, PR Emphasis, Business Minor