

# Jessica Van Cleave

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## about

I am a creative, reliable and ambitious person who strives for authenticity in all areas of life. I take pride in producing and implementing innovative marketing strategies, campaigns and pieces that align with an organization's goals and core values. I aspire to act as an instrument of positive, impactful change to inspire a spark in others to innovate, overcome and thrive.

## education

2021–2022

### Winthrop University

M.B.A. Marketing, GPA – 4.00

2014–2018

### Winthrop University

B.A. Mass Communication, GPA – 3.89

NCAA D1 Student Athlete – Cross Country & Track

## skills & capabilities

### Professional

- + Email Marketing
- + Social Media
- + Event Management
- + Digital Marketing
- + Content Marketing
- + Graphic Design
- + Copy Writing
- + Presentation Design
- + Photography and Editing
- + Videography and Editing
- + Adobe Creative Suite
- + Microsoft Suite

### Personal

- + Creativity
- + Communication
- + Collaboration
- + Problem Solving
- + Leadership
- + Adaptability
- + Positive Attitude
- + Self-Starter
- + Time Management
- + Perseverance
- + Consistency
- + Determination

## volunteer experience

August 2013 – Present

### Junior Board Advisor

CISV – Brandywine Valley

- + Support the Junior Board (JB) during planning meetings, monthly meetings, mini-camps, and events.
- + Serve as liaison between the adult board and JB to ensure clear communication and alignment.
- + Oversee JB activities to support participant safety and well-being.
- + Provide guidance and resources to help JB successfully lead meetings, activities, and elections.

## work experience

September 2024 – Present

### Marketing Manager

Marketing Department – DCLI

- + Lead and manage the Event Coordinator, overseeing task delegation and overall event execution.
- + Manage 60+ annual events, including conferences, trade shows, customer entertainment events, sponsored third-party events, and internal functions.
- + Develop and implement event strategies to drive engagement, elevate brand presence, and enhance attendee experience.
- + Gather and analyze post-event feedback to inform future improvements and ensure high satisfaction rates.
- + Cultivate and maintain strong relationships with event vendors, sponsors, and industry partners.
- + Collaborate cross-functionally to ensure the success of events, corporate marketing and creative content.
- + Serve as a liaison between Marketing and Human Resources to ensure brand consistency and successful partnership.
- + Partner with HR and IT to launch, promote and provide training for new intranet.
- + Produce and edit video and photo content for internal and external use, including social media, product promos, trade show recaps and employee communications.
- + Collaborate with the Sr. Digital Marketing Manager to research, ideate, and create multimedia content for social media.

January 2023 – September 2024

### Marketing Specialist

Marketing Department – DCLI

- + Researched, developed and executed content for social media, website and other marketing channels.
- + Filmed and edited multimedia content for internal and external use, including social media, testimonials and trainings.
- + Assisted in building and managing a content calendar to drive qualified traffic and audience engagement.
- + Partnered with the Sr. Digital Marketing Manager to enhance automation and lead nurturing through targeted content.
- + Managed MQLs and Lead Queue, including assignment, tracking and pipeline acceleration.
- + Supported planning and execution of conferences, trade shows, customer events and sponsored third-party engagements.

September 2018 – January 2023

### Enrollment Marketing Coordinator

Office of Admissions – Winthrop University

- + Research, create, manage and analyze content for social media and targeted email campaigns through CMR.
- + Create and manage all print, digital and AV content for events.
- + Work with University Communications & Marketing to deliver integrated marketing campaigns that are consistent with the strategic enrollment plan.
- + Collaborate across campus with students and departments to ensure consistent branding and strategic messaging.