



# Jasmine Olaore

## Social Media Manager

📍 Dayton, Ohio

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Since 2017, I have helped organizations flourish online by crafting strategies and creating engaging content to help them reach their business goals. While I've obtained formal Social Media training during my studies at Wright State University, I've routinely maintained mastery certification status from leading organizations in the industry, like Google and Hubspot.com, as a symbol of just how seriously I take my role in telling stories and building engaging audiences on all of our favorite platforms.

### Experience

#### **Social Media + Marketing Manager | Spark Space Creative - Design Studio**

*2022 - present*

- Orchestrate a comprehensive digital marketing strategy, including weekly content calendars, Mailchimp and Flodesk email campaigns for a monthly social media newsletter, and the launch and analysis of creative campaigns while working with designers to direct content creation for each client.
- Spearheaded content development and curation across major platforms, achieving a 183% growth in audience, 100.3% more engagement, and a 1005.9% increase in video views in one quarter. Collaborated with clients for effective social media planning.
- Manage accounts for purpose-driven partners like Miami Valley Child Development Services and Ohio Head Start Association to increase enrollment in childcare programs as well as advocate for their most important causes.
  - Facilitate on-site visits to client locations across Ohio to capture, produce, and publish video content.
- Supervise a freelance social media manager to support agency needs.

*2020-2022*

#### **Social Media Strategist | Daywork 130 - Coworking space/ The 130 Building - Office Tower**

- Developed and executed an organic social media strategy, aligning with digital ads to achieve business goals, including securing 6 new leases and 14 co-work memberships and attaining top Google and SEO rankings for 'cowork dayton'. Managed content calendars, engaged in social listening to find and engage with our audience online, and contributed to monthly email newsletters.
- Enhanced online presence, tripling page growth on Facebook, Instagram, and LinkedIn in our first 7 months. Skilled in troubleshooting platform issues and analyzing digital metrics to optimize content strategy and performance.
- Coordinated photography shoots for content creation and visited tenants to ensure positive promo and representation through the coworking space and building.

#### **Digital Marketing Manager | First Diversity Staffing - Staffing Agency**

*2018-2020*

- Led digital marketing initiatives, including creating and managing Facebook ads and overseeing multilingual social media accounts (English, Haitian Creole, Spanish) for three national locations. Coordinated with vendors and partners for project completion and supported satellite locations with their marketing efforts.
- Designed and maintained company and client websites, produced online content, and resolved digital issues. Also handled the creation and distribution of print marketing materials.
- Worked with vendors to place orders for events, office swag/merch, and media/PR opportunities.

### Education

**Sinclair Community College** 2015  
*Communication Arts Studies*  
*Communications*

**Wright State University** 2018  
*College of Liberal Arts*  
*Mass Communications*

### Skills & Certifications

- Content Creation
- Community Engagement
- Photography + Video Editing
- Email Marketing
- Google MyBusiness Certified 2020
- Hubspot: Inbound Certified 2020
- Hubspot: Social Media Marketing Certified 2020