

Jacklin Altman

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EDUCATION:

TEMPLE UNIVERSITY, Fox School of Business, Philadelphia, PA

Master of Science, Digital Innovation in Marketing, Expected Graduation: 2019

Bachelor of Business Administration, May 2015

Major: Management Information Systems; Minor: Marketing

GPA: 3.67 | Business Honors Program | University Honors Program

EXPERIENCE:

BUZZMUTT, LLC, Newtown, PA

Owner

July 2017-Present

- Create compelling, optimized web copy and informational content for clients around Philadelphia area
- Proofread and edit existing web and print content to maintain brand identity and improve readability
- Promote content via social media (Twitter, Facebook, LinkedIn) and create social media advertisements

TEMPLE UNIVERSITY, Philadelphia, PA

Assistant Director, Institute for Business & Information Technology

October 2016-Present

- Work with design team in ideation, creation, and distribution of marketing collateral for various events
- Promote IBIT events to various Temple audiences (students, staff, alumni) via email and social media campaigns
- Assist in planning, coordination, and execution of events between IBIT and the MIS program, and manage external relationships with industry partners

PITCHBOX, Huntingdon Valley, PA

Outreach Manager

March 2015-October 2016

- Design and implement various marketing initiatives through email and social media, including creating content for email blasts (newsletters, product updates, sales emails) and social media content for a content marketing and SEO platform
- Analyze past email campaigns, report on findings, and make recommendations for more effective, strategically-designed future campaigns
- Author product write-ups and case studies about successful clients and best practices for using Pitchbox

FOX SCHOOL OF BUSINESS, TEMPLE UNIVERSITY, Philadelphia, PA

Teaching Assistant for BA 2196 (Business Communications)

August 2014-May 2015

- Act as additional resource for students to get help in a course focused on concise, compelling communication in various situations (crisis, professional, academic communication etc.)
- Evaluate student work and provide feedback to help students improve their writing

LIVEHELPNOW, Willow Grove, PA

Digital Marketing Associate

May 2013-March 2015

- Collaborate with marketing team to create innovative marketing plan for customer service software company
- Maintain company blog by writing posts about various small business related topics and conduct blogger outreach campaigns to generate backlinks and sponsored posts
- Manage company's Google AdWords account and continue to grow the number of conversions per click

SKILLS:

- Microsoft Word, Excel, Outlook, PowerPoint
- Adobe InDesign, Photoshop
- Link Building, Blogger Outreach, SEO
- WordPress Blog Management
- Email Marketing Tools (MailChimp, Intercom, HubSpot)
- Google Analytics