

Kassi A. Jata

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EDUCATION

Temple University | Fox School of Business, December 2022

Master of Science: Digital Marketing and Innovation

Susquehanna University | Sigmund Weis School of Business, May 2020

Bachelor of Science: Luxury Brand Marketing and Management

Minor: Entrepreneurship and Innovation

MARKETING & BUSINESS EXPERIENCE

Co-Founder | Digital Marketing Specialist, *Share A Smile*, Selinsgrove, PA March-May 2020

- Worked with team to produce & distribute our Covid-19 care packages
- Developed and executed marketing plans through website, social media, email and commercialization
- Analyzed website traffic and campaign launches to increase conversion and retention rates

Marketing Intern, *Country Life*, Hauppauge, NY May-August 2019

- Collaborated with three different subsections of the parent company with each marketing team
 - *Country Life Vitamin*: Innovatively launched a new line of products called Gut Connection
 - *BioChem*: Recreated website from start to finish to modernize it by working with external and internal partners
 - *Dessert Essence*: Researched and analyzed competitors as well as lead presentations to debrief team on findings
 - Customized outgoing PR packages to our VIP clients and influencers

Marketing Campaign Manager, *Summer Session*, Selinsgrove, PA March-June 2019

- Developed an innovative campaign through Facebook and Instagram to target and expand online summer classes to universities across the nation
- Managed new services and content releases through advertisements, networks and social media

Marketing Associate, *It Works*, Smithtown, NY October 2017-January 2018

- Digitally promoted and advertised a variety of health and wellness products to increase business visibility
- Addressed the target market and provided detailed information to clients regarding merchandise and the company

STUDY ABROAD, Barcelona, Spain January-May 2019

- Researched and analyzed emerging international markets and global companies through case studies and presentations
- Managed universities Instagram account by increasing the number of followers and consistently creating and posting content

CERTIFICATIONS AND SKILLS

Content Creation, Data Analyzation, Campaign Management: Instagram, Facebook, Windows Operating Systems; Microsoft Word, Excel, PowerPoint, Outlook, Google Analytics, SEO, Tableau, ADP, ATS