

JESSE MARTIN

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Reisterstown, MD, 21136.

DIGITAL MEDIA & MARKETING | SOCIAL MEDIA | CAMPAIGN COORDINATION

Digital Media and Marketing graduate with hands-on experience supporting social media campaigns, content creation, audience engagement, customer insights, and performance tracking. Skilled in Adobe Creative Suite, social media strategy, SEO, data analytics, and cross-functional collaboration. Experienced in retail and client-facing environments, with a strong interest in brand media, influencer marketing, sports culture, and full-funnel digital campaigns.

KEY COMPETENCIES

Digital Marketing Strategy • Social Media Campaigns • Content Creation • Influencer Marketing Support • Brand Awareness • Audience Engagement • Campaign Performance Tracking • Retail Marketing • Customer Insights • KPI Reporting • Adobe Creative Suite • SEO • HubSpot Social Media Strategy • Microsoft Office • Cross-Functional Collaboration • Creative Brief Support • Trend Research

WORK EXPERIENCE

Bank of America

July 2025 - June 2026

Relationship Banker

- Managed a portfolio of consumer and small business clients by identifying needs, analyzing customer behavior, and delivering tailored product solutions.
- Used performance metrics, customer insights, and internal dashboards to track KPIs, improve outreach strategy, and support monthly growth goals.
- Executed localized client acquisition strategies through outbound outreach, referral partnerships, and in-branch activations.
- Translated complex financial products into clear value propositions, increasing customer understanding and product adoption.
- Collaborated cross-functionally with mortgage, investment, and business specialists to deliver integrated client solutions.
- Recognized for relationship-building, communication, and ability to turn customer interactions into long-term strategic opportunities.

Sleek Furniture & Interiors

June 2024 - March 2025

Social Media Intern

- Created and scheduled social media content across multiple platforms to support brand awareness, product visibility, and customer engagement.
 - Assisted with targeted social media campaigns by aligning creative content with audience interests, seasonal priorities, and retail messaging.
 - Monitored engagement metrics and social performance to identify content trends, improve reach, and support campaign optimization.
 - Collaborated with marketing and sales teams to maintain consistent brand messaging across digital platforms and in-store customer interactions.
 - Responded to customer inquiries and comments in a timely, professional manner, strengthening online community engagement.
 - Supported product-focused content by highlighting furniture, design trends, and customer needs through visual storytelling.
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EDUCATION & CERTIFICATIONS

Bachelor's Degree (2025) *Towson University*

Major: Digital Media (Electronic Media and Film)

Dean's List Recipient (5x)

Social Media Strategy Certification - HubSpot

Associates Degree (2022) *Community College of Baltimore County*

Majors: General Studies

High School Diploma (2022) *Woodlawn High School*

EXTRACURRICULAR ACTIVITIES

Public Relations Chair, African Diaspora Club *Towson University*

Content Creator, The Lunch Table *Towson University*