

## contact

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# Jess Lonett

An enthusiastic human who enjoys collaborating with other enthusiastic humans.

## experience

### Digital Marketer

#### Social Media Manager | February 2016 - November 2016

- Monitored social channels and resolved any customer issues
- Cultivated relationships with industry influencers
- Distributed new content through all social channels
- Automated evergreen content distribution
- Developed concepts for visual content assets

#### Customer Care Representative | March 2015 - February 2016

- Educated customers on products and courses
- Found resolutions for technical problems
- Discovered trends in customer behavior and products
- Processed orders, refunds, and managed payment plans

### ModCloth

#### Care Training Apprentice | June 2014 - February 2015

- Assisted with new hire classroom training
- Ensured all training materials reflected current policies and procedures
- Organized refresher courses for continued advocate development
- Reviewed training evaluations before new hires started live interactions

#### Customer Care Advocate | June 2013 - February 2015

- Provided creative resolutions to any customer inquiries
- Utilized multiple programs and software simultaneously
- Exceeded weekly interaction and satisfaction rating requirements

### Clear Channel Media and Entertainment

#### Sales Assistant | August 2010 - November 2012

- Prepared materials for sales staff to present to clients
- Implemented new tracking techniques for sponsorships and campaigns
- Met daily production deadlines for advertisers' commercials
- Coordinated materials from the sales department with on-air programming
- Developed web content for the station's six websites

### WXJM 88.7 FM

#### Head of Publicity and Webmaster | September 2008 - May 2010

- Managed a team of three members
- Delegated and oversaw promotional activities for the radio station
- Maintained the station's website
- Utilized Facebook and Twitter to promote events

### James Madison University Orientation

#### Orientation Peer Adviser | February 2009 - September 2009

- Worked on a team of 25 peers to develop and implement orientation programs for 4,000 first year students
- Participated in the recruitment, selection, and training of 250 peer leaders
- Facilitated group discussions on a diverse range of topics
- Organized team building activities

## education

Bachelor of Business  
Administration  
in Marketing

Bachelor of Science  
in Media Arts and Design

James Madison University  
Harrisonburg, VA

## interests

Blogging  
Branding  
CSS  
HTML  
Infographics  
Keyboard shortcuts  
UX

## technology

Photoshop  
Illustrator  
InDesign  
Microsoft Office Suite  
ZenDesk  
InfusionSoft  
Hootsuite  
MeetEdgar  
WordPress