

# JESSICA SILVERMAN

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## WORK EXPERIENCE

### **Marketing & Comms Manager (contract), Association of Corporate Counsel** **May 2025 - June 2025**

- Wrote copy for social media, emails, and other communications focused on ACC events, toolkits, and resources. Also managed LinkedIn account with 95,000 followers; sharing posts and answering DMs.

### **Social Media & Marketing Manager, The Davenport Group** **February 2024 - January 2025**

- Spearheaded the Discover Arlington Instagram account by creating daily video content surrounding local restaurants, events, and street interviews. Also managed The Davenport Group social media accounts, running organic and paid campaigns about homes for sale, posting interactive stories, and replying to direct messages. Simultaneously ran both content calendars, created and scheduled all content, and reported on weekly analytics.
- Grew social media following by ~20,000 users and boosted brand recognition in the local community through consistent campaigns and series.
- Sent weekly newsletters using HubSpot, made website updates using Wix, and wrote various blogs and articles about the real estate industry; ensuring all copy was SEO optimized.

### **Social Media Manager (freelance), Astranomics** **September 2023 - February 2024**

- Managed the content calendars of multiple client accounts, ranging from an animal technology company to a cable manufacturer. Created social media content based on their goals, helped establish brand loyalty, and reported weekly on metrics and progress hitting KPIs.
- Executed e-mail marketing campaigns on behalf of clients utilizing HubSpot. Adapted messaging to sell their products and services and boost engagement on social media.

### **Social Media Strategist, Collabera** **November 2021 - August 2023**

- Spearheaded Collabera's social media accounts with a heavy focus on LinkedIn, where I grew their following by 300,000 users (from 600,000 to 900,000) through consistent posts, interactive polls, helpful resources, and thought leadership articles. Ran organic and paid B2B campaigns geared at promoting services and generating leads.
- Communicated weekly performance analytics and progress on overall marketing efforts to leadership and stakeholders.
- Launched social media presence for new sister company, Ascendion. Created all accounts from scratch, established a dedicated following, and kept consistent online branding through graphics.

### **Digital Marketing Coordinator, TeamPeople** **November 2020 - November 2021**

- Created content for and managed all @TeamPeopleTV social media channels including Facebook, Twitter, Instagram, and LinkedIn. Constantly innovated social strategy and content calendar to grow audiences and fill more open roles for recruiters.
- Made website updates and created diverse landing pages, sent out internal communications, and created materials for clients such as infographics and presentations.

### **Social Media Associate, BBYO** **April 2019 - March 2020**

- Managed all @BBYOInsider accounts on social media and created content geared at boosting registration for events. Stayed on top of trends and implemented social strategy frequently for content to resonate with Gen-Z audience.
- Attended events while running programming and maintaining live social media coverage.

### **Social Media Associate (contract), Social Driver** **September 2018 - December 2018**

- Managed social media for 10+ client accounts, scheduling posts and reporting on metrics weekly.

## EDUCATION

### **Bachelor of Arts, Journalism**

### **University of Georgia**

Minor in Communication Studies

New Media Certificate

**August 2014 - May 2018**