

Jackie Olson | Digital Marketing Specialist

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EXPERIENCE

CCC Information Services, Chicago – *Digital Marketing Specialist*

SEPT 2018 – PRESENT

- **Manage All Paid Digital Accounts**
 - **Google Ads** – primarily PPC (CPC/CPA) to drive new lead form fills
 - Worked with the dev team to develop and optimize new lead capture pages through A/B testing. Improved Google PPC ad conversions by 2%.
 - Set an ad group segmentation between leads shopping for a particular product vs. new customers searching to download the product app. Properly segmenting these audiences drew this campaign cost down 67% (a projected \$8k annually).
 - **LinkedIn** – focus on audience growth, awareness and boosting thought leadership pieces and upsell content through ABM
 - Increased follower growth rate by 141% (2019) / PPC
 - Drove higher-paid content click-throughs by targeting audience matches from event conferences instead of broad industry matching.
 - Increased the visible footprint of paid placements and earned content for the PR dept
 - Decreased overall advertising costs by targeting new industry followers (outside careers dept)
 - **Facebook** – Launched a Facebook ads account to target secondary users (but not account owners) of our products
 - Increased follower growth rate by 849% YTD (2019) / PPC
 - Increased total followers by 47% / PPC
 - Took a product release viral on Facebook after media pick-ups from CES
 - **Twitter** – primarily remarketing for follows
- **Social Media** – All social media posting, calendars and cadence.
- **Analytics Performance** – Measure and create reports for all demand generation marketing campaigns through Google Analytics (reporting done within Google Data Studio).
- **SEM and Analytics UX** – Find and identify bottlenecks or pain points based on search terms or site traffic flow. Work with marketing and sales to develop solutions.
 - Currently developing a list of common training searches for sales to develop training videos and developing a coordinated drip email campaign.

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Collins Supply, Chicago – *Digital Marketing Specialist*

OCT 2013 – SEP 2018 (Currently do freelance PPC/SEM contract work)

International B2B Woodworking Supply. Top to bottom digital – designed the website, designed and ran all email campaigns, managed the CRM database, created entire SEM account.

The Beauty Crew, Chicago – *Digital Marketing Contractor*

Contract 2017 | Contract 2019

Top to bottom digital set-up – designed the website, designed all email templates, built out a CRM database, created an entire automated SEM account. Account optimization maintenance in 2019.

For earlier work, please visit my LinkedIn at <https://www.linkedin.com/in/jaclynolson/>

EDUCATION

Columbia College Chicago, Chicago – *B.A. in Journalism*

GRADUATED DEC 2008, Marketing Minor

CERTIFICATIONS

- **Hootsuite Platform Certified**
- **Google Ads Search Certification**
- **Bing Ads Accredited Professional**

OTHER RELEVANT SOFTWARE EXPERIENCE

- **MOZ SEO Software**
- **Sprout Social Social Media Management**
- **Mailchimp Email Marketing**