

# JENESSA BARNES

## MARKETING MANAGER

### CONTACT

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in jenessa-barnes

🌐 www.jenessabarnes.com

### EDUCATION

**Miami Ad School**  
Art Director · (2021)

**San Jose State University**  
Bachelor's Degree,  
Advertising · (2012 - 2014)

### SKILLS

Shopify  
Adobe Suite  
Microsoft Office  
Google Analytics  
Klaviyo  
Justuno  
HTML Coding  
Canva  
Procreate  
MailChimp  
Constant Contact  
Hootsuite  
Meta Business/Ad Manager  
Pinterest Business  
Tik Tok Business

### SUMMARY

I have extensive experience as a marketing manager, along with passion for various platforms and being an art director. My skills as a content creator and data-driven approach demonstrate my commitment to driving businesses growth. With my combination of expertise and creativity, I am well-equipped to take on the challenges and drive success in the marketing field.

### EXPERIENCE

**Marketing Manager** May 2022  
Specialized Bicycle Components - Custom Water Bottles - Present  
& Purist Collective - Morgan Hill, CA

- Create and design marketing materials for digital and print promotions
- Oversee projects from inception to completion - conducting research, developing strategies, implementing, and monitoring analytics
- Engaging in social media oversight and partnerships with influencers
- Creating and establishing product and brand identity
- Overseeing e commerce and IT support for Shopify
- Coordinating photo shoots including art direction and budget management
- Managing marketing budgets and payment subscriptions
- Planned and executed trade shows for division
- Overseeing outside vendors and agencies

**Freelance** May 2021  
Independent Contractor, Bay Area, CA - Feb 2023

- Managed social media accounts and created content
- Designed brochures, digital campaign assets, and email templates
- Transferred website content and updated website layouts.

**Marketing Manager** January 2017  
Rootstock, Los Gatos CA (Part-time) - May 2021

- Designed brochures, flyers, posters, email and social media campaigns
- Coordinated logistics for events on-and off-premise
- Manage and implement monthly wine club allotments
- Developed growth plans for wine club to increase members
- Social media management
- Managed e-commerce store
- Manage all accounts, cancellations, and charges for 600 plus members

**Content and Graphic Designer** December 2018  
Spin Nest Marketing, San Jose CA (Part-time) - April 2020

- Designed print and digital marketing materials such as web banners, social media posts, brochures, and email campaigns
- Assisted with web layouts and logo designs
- Consulted and developed marketing campaigns for a diverse clientele
- Took on the role of creative lead for larger print and digital projects
- Managed content and social media accounts for various clients