

# Jasmine Griffin

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## EXPERIENCE

### **INBOUND Event Co-op at HubSpot**

*Cambridge, MA | 5.17 - 5.18*

Co-managed breakout content to define strategy, identify areas of improvement, and \$500k+ budget management. Promotional marketing including email, social media, outreach, and webpage management. Increased speaker applications by 63% through organic and paid campaigns. Complete restructure of content tracks through user feedback and testing. Event logistics including on-site management of 250+ sessions, redesign of speaker application and review process, and experience design.

### **Conference Director at Scout Studio**

*Boston, MA | 1.18 - 5.18*

Led the execution of the overall vision and strategy of the first student-led design conference, producing \$74k in revenue. Accountable for event campaign, speaker sourcing, experience design, ticket sales, staffing, and post-event evaluation. Spearheaded the management of tasks for team by establishing processes and frameworks. Cross-collaborated with various departments to coordinate execution and manage expectations with incredibly demanding deadlines.

### **Social Media Manager at S3IDF**

*Cambridge, MA | 2.17 - 7.17*

Defined the social strategy to develop a strong online brand presence. Content curation to promote its mission, relevant projects, and fostered community engagement. Tracked posts to evaluate effectiveness based on KPIs using various analytics tools. Consistently collaborated with internal partners to refine and guide social media strategy.

### **Global Marketing & Social Media Co-op at MFS**

*Boston, MA | 7.16 - 12.16*

Facilitated the creation of social media posts to promote thought leadership. Conducted monthly reports to evaluate post performance. Developed and proposed social media campaigns to support larger marketing initiatives. Spearheaded a company-wide training program for a Sales publishing platform and conducted one-on-one trainings with global sales representatives to help build their online presence.

### **International Account Management Co-op at Natixis**

*Boston, MA | 7.15 - 12.15*

Acted as the production manager for events and initiatives across four continents. Collaborated with internal and external stakeholders across multiple regions, and served as the central contact point for all assigned projects. Conducted cross-cultural training for the SVP of Marketing's team on Singapore. Created and analyzed metrics to measure effectiveness of marketing campaigns.

## EDUCATION

### **Northeastern University | Boston, MA**

Bachelors in Business Administration, May 2018  
Concentration in Marketing

### **Lorenzo De Medici | Florence, IT**

Study abroad, marketing in an Italian context and study of China's economic development

### **EARTH Universidad | Guacimo, CR**

One-month field research course studying the relationship between business and sustainability in a Latin American context

## SKILLS

### **Languages**

Advanced Mandarin, conversational Indonesian

### **Software & Tools**

Google Analytics, Trello, HubSpot, MailChimp, Hootsuite, SurveyMonkey, Slack, Confluence, Qualtrics, InDesign, Illustrator, Sketch, Microsoft Office

### **Knowledge of**

Social media, user testing, SEO, PPC, Agile Scrum

## INTERESTS

Creative thinking, streamlining processes, culture, design, art, travel, theatre production, experiencing new things, environmental sustainability, social welfare projects