

Jessica Cantor

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PROFESSIONAL EXPERIENCE

Content Marketing Specialist – Batory Foods

January 2025 – Present

- Retained all responsibilities from Social Media Specialist role (see below)
- Spearheaded a comprehensive review of Batory's commercial ingredient catalog, comprised of 4000+ individual SKUs across 30+ product categories
- Conducted a website refresh designing unique website pages for each product category with a stronger brand presence and a clear call to action to our new digital catalog
- Coordinated the development of both a new digital and physical sales catalog, creating valuable marketing assets

Social Media Specialist – Batory Foods

July 2023 – December 2024

- Develop and maintain social strategy and content calendar for Instagram and LinkedIn, generating a 108% growth in followers on Instagram and a 16% growth in followers on LinkedIn in first year
- Elicited a 75% year-over-year increase in LinkedIn engagement by improving copy and designing eye-catching graphics
- Manage yearly promotional budget to run innovative ads on LinkedIn and Instagram in coordination with our campaign calendar
- Produce and edit interactive and engaging videos for webinars and social media
- Responsible for the success of a 60+ attendee ribbon-cutting event at the Batory Foods Innovation Center by managing the guest list, designing signage graphics, and liaising between all stakeholders
- Collaborate cross-functionally with corporate leadership to create and design marketing materials including social media content, internal communications, promotional documents, and email graphics

Campaign Operations Associate – Wunderkind

June 2022 – January 2023

- Built an average of 60 extensive onsite campaigns and email sends per week within the Wunderkind platform while supporting Customer Success Managers and their clients' needs
- Conducted thorough testing to ensure the success and viability of each onsite or email campaign
- Collaborated with other associates to conduct campaign peer reviews and resolve challenges within builds
- Managed an ever-changing workflow with same day deadlines and a large increase in campaign volume in preparation for Black Friday and Cyber Monday

Campaign Services Intern – Wunderkind

June 2021 – May 2022

- Summer Intern as part of TechPoint's Xtern Program; continued part time during the school year
- Assisted the Design department in resolving a 46-day backlog by crafting and editing 50+ Email Full Design Suites using Sketch; managing 7 to 45 individual email campaigns within each
- Built Client Sender Migrations through various Email Service Providers

VP of Administration – Alpha Omicron Pi: Omega Chapter

October 2020 – November 2021

- Ran weekly chapter meetings for 200+ members and guided our Leadership Council of 26 members
- Oversaw all chapter logistics and innovated on how we communicated with our members
- Implemented new election process and successfully transitioned 34 new officers into their positions

Marketing Intern – Hillel at Miami University

May 2020 – May 2021

- Managed Instagram and Facebook by creating content such as flyers, interactive stories, and videos to increase engagement
- Grew Instagram following by 34% and Facebook following by 19% in one year
- Designed and implemented brand guidelines, ensuring consistency across platforms and content
- Integrated and managed a LinkTree for easy access to event registration which received over 1,000 views and 600+ clicks

EDUCATION

Miami University – Oxford, Ohio

May 2022

Bachelor of Arts in Emerging Technology in Business and Design | Minors in Marketing, Fashion, and Digital Marketing

SKILLS, CERTIFICATIONS + INTERESTS

Design: Adobe Illustrator, Photoshop, InDesign, Premiere Pro, Canva, HTML and CSS, WordPress | **Digital Tools:** Google Suite, Microsoft Office, HubSpot, Rival IQ, Similar Web, Google Trends | **Certifications:** HubSpot Social Media Marketing, Hootsuite Social Marketing |

Interests: Lake walks, Restaurant hopping, Reading for fun