

Jessica M. Galloway

Digital Media | Marketing | Information Technology

Graduated 2020 with a Bachelor of Science in Interdisciplinary Studies, emphasis in Marketing and Sociology. Seeking opportunities in Central Florida that align with career, family, and future education goals.



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📞 316-258-5323

📍 Titusville, FL

🌐 jmgalloway.com

WORK EXPERIENCE

Director of First Impressions

Titusville Area Chamber of Commerce

01/2020 – Present

Titusville, FL

ACCOMPLISHMENTS

- Provided excellent customer service to organization members and area residents through face-to-face, telephone, and online inquiry channels.
- Implemented social media best practices to increase organic visibility on Facebook; page likes up 100%, engagement up 350%, and reach up 230%.

Contact: Marcia Gaedcke, President – 321-267-3036

Project Manager

Lickity Split Signs & Banners

11/2018 – 03/2019

Merritt Island, FL

Reference Letter Available on jmgalloway.com

ACCOMPLISHMENTS

- Refocused project management through various online tools for sign shop administration, on target to double sales after a week of use, quadruple sales projected after two weeks use.
- Evaluated existing lead development software for better customer experience, user interface, and ease of use through cooperation with software developer and product designer.

Contact: Scott Langston, Owner – 321-403-1111

Head of New Media

Ward Photonics

01/2018 – 06/2018

Cocoa Beach, FL

Employment Verification Letter Available on jmgalloway.com

RESPONSIBILITIES

- Creation of static and animated assets for marketing of medical device for B2B and B2C needs.
- Established corporate brand guidelines and templated documents for both internal and external use.
- Worked jointly with executive management to generate innovative and engaging digital and print content for websites, social media channels, and advertising avenues.

Contact: Judson Ward, COO – 407-257-9910

Marketing Specialist

30th Force Support Squadron,

01/2014 – 09/2016

Vandenberg AFB, CA

Employment Verification Letter Available on jmgalloway.com

RESPONSIBILITIES

- Produce and maintain marketing materials, website updates, Facebook presence, and event photography for over 20 base facilities.
- Design and printing of bi-monthly/quarterly, 24-page base magazine design and miscellaneous external work orders.
- Produced weekly marketing reports and monthly invoicing
- Earned Employee of the Quarter Award 2015 for work on website relaunch and implementation of text alert subscription service.

Contact: Josie Cordova, Deputy Commander – 805-606-8906

SKILLS

Project Management

Digital Brand Marketing

Organizational Communication

Customer Service

Procedural Documentation

Website Design

UX/UI Analysis

Mobile Optimization

Print and Digital Graphic Design

Video Animation and Editing

EDUCATION

Bachelor of Science, Interdisciplinary Studies Park University

03/2019 – 03/2020

3.36 GPA, Member of the NSLS

COURSEWORK

- Interdisciplinary Studies Major - <https://jmgalloway.com/tag/interdisciplinary/>
 - Introduction Course
 - Practice Interview - <https://youtu.be/28-OourU0G8>
 - Core Assessment - How can you incorporate sociology into the use of design in marketing?
 - Advanced Interdisciplinary Studies
 - Capstone - Can specific forms of viral media be used to advertise to target audiences through the use of postmodern language games utilizing shared experiences among groups of people?
- Digital Marketing Minor - <https://jmgalloway.com/tag/marketing/>
 - Digital Media Skills, International Business, Management & Organizational Behavior, Principles of Marketing, E-Marketing, Advertising, Consumer Behavior, Social Media Marketing
 - Marketing Plan Development and Strategy Evaluations
- Sociology Minor - <https://jmgalloway.com/tag/sociology/>
 - Principles of Sociology, Methods of Social Research, Advanced Sociological Research, Social Issues in Contemporary Society, Marriage & Family Relations, Military Families

Associate of Arts

Cowley County Community College

08/2003 – 05/2006

3.25 GPA

VOLUNTEER EXPERIENCE

Various Involvement

Girl Scouts of the United States of America

11/2012 – Present

ROLES

- Troop Leader for Daisy level (K-1st) girls following GSUSA volunteer toolkit and handbook materials.
- Graphic design for troop, service unit, and council level projects.
- Parent Volunteer for troop level events and fundraisers.