



# jami jacobs

Charismatic and persuasive public relations professional offering expertise in marketing, promotions and media relations. Superb writer and editor who communicates effectively with target audiences through strategic brand management and PR campaigns.

## EDUCATION

### DePaul University

*Master of Arts in Public Relations & Advertising,  
Certification in Latino Media & Communications*  
Overall GPA: 3.925 / 4.00

### University of Illinois at Urbana-Champaign

*Bachelor of Science in Psychology, Minor in Spanish*  
Overall GPA: 3.71 / 4.00

### CEGRÍ

*Granada, Spain Study Abroad Program*

## GRADUATE COURSE EXPERIENCE

### Choose Chicago | *Public Relations Developer*

- Researched and developed a publicity and promotional plan focusing on the US Hispanic market to increase Chicago tourism

### Nonni's | *PR & Media Relations Specialist*

- Established a publicity campaign to strategically gain media coverage to increase brand awareness and new product sales

### Slam Dunk for Diabetes | *Research Analyst*

- Conducted and analyzed primary research to develop new marketing strategies that would optimize funding for the organization

### A Little Bit of Heaven | *Content Strategist*

- Researched best practices for nonprofit organization websites to successfully redesign the homeless shelter's website to increase awareness and funding

## SKILLS

Attention to Detail | Copy Editing | Pitch Writing  
Team Leadership | Social Media | Problem Solving  
Time Management | Creativity | Microsoft Office  
Photoshop | Cision | Media Strategy Integration  
Blog Writing | WordPress | Wix | Media Relations

## WORK EXPERIENCE

### Freelance PR Specialist

*Chicago, Illinois | July 2018 – Present*

- Developed and executed a public relations campaign for Central Chicago Tire that increased its customer base and educated Chicagoans on winter car maintenance and safety through media placements and an educational workshop
- Strategized and managed multicultural public relations campaigns for local companies and nonprofit organizations
- Created blog content utilizing SEO content strategies

### Account Executive at Fishman Public Relations

*Northbrook, Illinois | November 2017 – July 2018*

- Developed and delivered consumer and business development campaigns across a wide variety of industries for franchise brands
- Established and cultivated media relationships on the national and local levels across various types of news outlets
- Led client initiatives through crafting pitches, writing and distributing press releases, and event planning

### Publicity & Promotions Coordinator at Allied Integrated Marketing, Allied Contigo

*Chicago, Illinois | June 2015 – November 2017*

- Developed and executed integrated marketing ideas for upcoming films in Chicago and surrounding markets
- Researched, contacted, and created partnerships with media and local organizations to increase marketing outreach
- Aided in press tour planning and execution, including securing publicity opportunities and talent handling

### Guerilla Marketing Specialist at Jimmy John's

*Champaign, Illinois | June 2013 – July 2014*

- Developed marketing strategies and techniques with franchise owners to increase store sales and profitability
- Trained franchise representatives to continue successful marketing plans, such as communicating and sampling the perfect product
- Received corporate recognition on multiple occasions for achieving most significant increase in store sales during a reporting period

### Lead Brand Ambassador at Insomnia Cookies

*Champaign, Illinois | February 2012 – May 2013*

- Facilitated team meetings to communicate efficiently with colleagues to ensure a positive experience for consumers
- Promoted Insomnia Cookies to increase purchases within the community via social media and in-person relations

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