JESSICA BAKER

jmbaker124@gmail.com | https://jessmbaker.com

EDUCATION

Elon University, Elon, NC — May 2024
Bachelor of Arts: **Media Analytics, GPA: 3.94** | Minors: **Statistics, Creative Writing** |Honors: **Honors Fellow, Elon Presidential Scholarship Recipient, Outstanding Senior in Media Analytics**

Elon University**,** Elon, NC — May 2024
Master of Arts: **Interactive Media**

SKILLS

Certifications: Brandwatch Consumer Research Foundations, Semrush: SEO Principles, GA4 for SEO, Google Ads, Google Analytics Platform, Excel | **Data Visualization:** Tableau, Orange, PowerBi | **Analytics:** R, Google Analytics, SAS, Nielsen Insights| **Coding:** HTML, CSS, Python | **Spreadsheets:** Microsoft Excel, Google Sheets | **Creative Technology:** Adobe Creative Suite, Procreate, Figma, Canva| **Databases:** SQL Server Management Studio

RELEVANT EXPERIENCE

Red Dog Media Inc, Henderson, NV — June 2023 - August 2023**,** July 2024 - March 2025
Summer Intern 2023, Marketing Specialist 2024-2025

- Worked under multiple teams as a summer intern in PPC marketing, learning and training in the resale ticket market; Worked as a campaign manager to create and run ads in arbitrage marketing. Worked with 10,000+ ads and 1000+ campaigns, increased traffic volume and revenue by repeated testing and experimentation; Ran numerous A/B experiments with positive results directly contributing to increased portfolio performance; Utilized ChatGPT and ChatGPT API to train a learning model to correctly categorize sell terms with 90% accuracy; Identified and addressed high priority issues with urgency and speed leading to targeted marketing changes based on data input. Conducted extensive data analysis of performance to determine the best budget and target cost per action for each campaign and ad group

Thesis Research, Elon University — September 2022 – May 2024
"*Dancing Queen and the Idolization of a Teen: How Fifty Years of Lyrics, Media, and Culture Have Influenced the Way Society Views Young Women."*

- Utilized Billboard data and lyrics to visualize and analyze objectifying, sexualizing, and idolizing trends in music lyrics by artists over 50 years; Curated online survey, researching music listeners' preferences and feelings of sexualizing, idolizing, and objectifying music. Published results on musiciso.com

Disability Resources*,* Elon, NC — August 2021 – May 2024
Disability Resources Mentor

- Partner and mentor one-on-one with disabled students at Elon to help advise, provide resources, and curate individualized assistance for each mentee

Southern Alamance High School, Burlington, NC — September 2022 – May 2023
Volunteer Creative Writing Teacher, 10th Grade

- Taught fiction, poetry and nonfiction to 10th grade students individually and with a co-teacher once a week; Created specialized lesson plans to best support students' needs

Colonnades Literary and Art Journal, Elon, NC — September 2021 – May 2023
Nonfiction Co-Editor

- Read 50+ nonfiction literary submissions to make preliminary choices for the literary journal; Lead workshop meetings with readers to further narrow preferences for pieces; Provide edits and work with writers to get works publication-ready for the literary journal

Please Clap! Improv*,* Elon, NC — May 2021 – May 2024
Treasurer, Vice President

- Submit, manage, and present for budget requests for $6,500 to curate workshops for the club from professionals; Manage and purchase 40+ club members' orders for merchandise with funds provided by members

WRITING EXPERIENCE, AWARDS & ACCOLADES

- Frederick Hartman Nonfiction 3rd Place winner 2021 & 2022; 1st Place winner 2023; Honorable Mention 2024
- Nonfiction publications in multiple national journals: *Rappahannock Review, Bluffton, Sink Hollow*
- Sigma Tau Delta Honors Society Member; Isabella Sparks President's award in nonfiction 2023