

Jocelyn Grace Pires

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Passionate marketing professional with expertise in digital marketing, branding, GAI engine optimization, and social media management. Proven success in driving growth, creating impactful content, and executing campaigns. Seeking an opportunity to join an agency/company where I can be challenged to help improve brand recognition, engagement, and market reach for the organization and its clients.

SKILLS

- | | | |
|-------------------|--------------------|--------------------------|
| ✓ GenAIEM/SEO/SEM | ✓ Content Creation | ✓ Social Media Marketing |
| ✓ Branding | ✓ Canva | ✓ Adobe CS |
| ✓ WIX | ✓ Copywriting | ✓ Market Research |

WORK EXPERIENCE

Smith Design, Morristown, NJ

Social Media Marketing Coordinator Intern

May 2025 – Present

- Enable better decision making through exceptional market and industry research, resulting in more effective social media strategies and campaigns for a diverse set of clients
- Develop 3 full content calendars with 80 unique posts across 5 months on average per client
- Ensured seamless coordination of photoshoots through direct planning with the client, resulting in high-quality media assets to ensure the client's objective of enhancing brand recognition on TikTok and Meta socials

The 13 Digital, LLC., Ridgewood, NJ

Owner / Founder

January 2024 – Present

- Improve client digital footprint, drive marketing, enhance social presence, and manage Search Engine Optimization (SEO), resulting in 25% improvement in online presence, 60% increase in followers, and 73% account engagement on average

Red Saffron Milano, Milan, Italy

Marketing Intern

January 2024 – May 2024

- Increased website traffic by 37% globally in 3 months through SEO strategies and keyword optimization
- Developed and executed branding and marketing concepts, strengthening brand identity and recognition

Nature Sparkle, Ridgewood, NJ

Marketing Intern

June 2023 – August 2023

- Collaborated with teams to update website and promote wedding and engagement rings and fine jewelry by creating 93 unique personalities for each setting
- Increased social media traction by ~20% through social media calendars consisting of trendy and unique ideas

Decusoft, Ramsey, NJ

Marketing and Social Media Coordinator Intern

May 2022 – January 2023

- Managed LinkedIn and Facebook to more than double follower growth and top-of-funnel leads

PROJECTS

Organic Climbing, State College, PA

Brand Campaign Strategist

January 2025 – May 2025

- Developed and presented a semester-long sustainability marketing campaign culminating in presentations to the CEO and the community at a local expo promoting the integration of sustainability into business and daily life

Manymoos, State College, PA

Group Liaison

January 2024 – May 2024

- Led a sustainability report project on Manymoos, working closely with executives and drawing on prior retail experience to guide the team

EDUCATION

The Pennsylvania State University | Smeal College of Business, University Park, PA

Bachelor of Science in Marketing with a Minor in Psychology

May 2025

GPA: 3.67

IES Abroad | Milan Italy Today, Milan, Italy

May 2024

LEADERSHIP

Trilogy, University Park, PA

Various

May 2023 – May 2025

- Implemented a rebranding strategy, improved SEO online and on social sites through hashtags and marketing copy; in an effort to help raise over \$17 million in the fight against childhood cancer through THON