

Jocelyn Grace Pires

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Social media professional specializing in strategy, branding, and content creation. Experienced in managing cross-platform campaigns, analyzing metrics, and optimizing visibility to drive growth, engagement, and connection.

EDUCATION

The Pennsylvania State University | Smeal College of Business, University Park, PA May 2025

Bachelor of Science, Marketing, Minor in Psychology, GPA: 3.67/4.00

IES Abroad | Milan, Italy, Milan, Italy May 2024

SKILLS

- ✓ GenAIEM/SEO/SEM
- ✓ Branding
- ✓ Hootsuite/Sprout Social
- ✓ Content Creation
- ✓ Canva/Adobe Suites
- ✓ Copywriting
- ✓ Social Media Marketing
- ✓ Campaign Planning
- ✓ Market Research

WORK EXPERIENCE

The 13 Digital, LLC., Ridgewood, NJ, *Owner / Founder* January 2024 – Present

- Founded boutique digital marketing brand with a portfolio of 10+ clients across lifestyle, retail, health, and service industries
- Improve client digital footprints through strategic branding, content creation, and SEO, achieving an average 60% increase in followers and 73% higher engagement rates
- Enhanced client website visibility with tailored SEO strategies that drove a 25% boost in online traffic
- Delivered customized social media and branding campaigns; strengthened audience connection and loyalty

Smith Design, Morristown, NJ, *Social Media Marketing Coordinator* May 2025 – November 2025

- Conducted market and audience research to inform content strategies, improved client engagement by 35%
- Developed and managed 5+ multi-month content calendars with over 80 unique posts per client, ensuring consistent, on-brand messaging
- Coordinated and directed client photoshoots, producing assets that boosted TikTok and Meta reach +40%
- Analyzed post performance and optimized content based on metrics and trends to increase visibility and engagement
- Recognized for contributions during summer internship; asked to stay as a part-time hire thereafter

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
- Strengthened brand identity through cohesive marketing and visual branding across print and digital platforms
- Supported the launch of two new product collections, generating 25% more engagement across Meta socials

Nature Sparkle, Ridgewood, NJ, *Marketing Intern* June 2023 – August 2023

- Created and managed social media calendars that increased traction by 20% and improved post reach by 18%
- Produced unique social media content and brand “personalities” for almost 100 engagement ring settings, driving stronger storytelling and engagement
- Collaborated with design and marketing teams to enhance website and increase session duration by 15%

Decusoft, Ramsey, NJ, *Social Media Coordinator Intern* May 2022 – January 2023

- Managed LinkedIn and Facebook to more than double follower growth and top-of-funnel leads
- Managed social media content strategy, resulting in +73% in followers and doubling top-of-funnel leads
- Created and published weekly content to promote brand expertise, boosting engagement by 40% in six months

RELEVANT EXPERIENCE

MKTG 442, University Park, PA, *Brand Campaign Strategist* January 2025 – May 2025

- Designed and presented a semester-long sustainability campaign for Organic Climbing that increased brand awareness by 30% through social storytelling and community engagement

ENGL 202D, University Park, PA, *Group Liaison* January 2024 – May 2024

- Led sustainability report project and 5-person team, delivering recommendations that improved operations by 15%. Partnered with executives of Manymoos to align messaging with company values and sustainability initiatives

Trilogy (fundraising for Four Diamond families), University Park, PA May 2023 – May 2025

- Spearheaded an online rebranding initiative that optimized hashtags, SEO copy, and social presence, contributing to over \$17 million raised in the fight against childhood cancer