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CERTIFICATIONS

CITI Social & Behavioral Research
Excel, Powerpoint & Word
Google Ads Display
Google Ads Search
Google Ads Video
PMI CAPM

SKILLS

Adobe Creative Suite
AP style
Asana
Brevo (SendinBlue Email CRM)
Click Up
Drupal
Google Analytics
Google Looker Studio
Hootsuite
Hubspot Landing Pages
LinkedIn Ads
Meta / Facebook Ads
Qualtrics
Reddit Ads
Search Engine Optimization (SEO)
Squarespace
Weebly
Wix
WordPress

LANGUAGES

English, Portuguese, Spanish
& some Japanese

INTERESTS

Food, games, & travel

Experience

DIGITAL MARKETING MANAGER; PAID MEDIA SPECIALIST

Viv Higher Education – Marketing Agency – Startup
Aug. 2023 – Present

Managed PPC & social media campaigns (budgets: \$18K-\$1M) utilizing landing page, analytics, and dashboard tools for B2B, K-12, and higher-ed clients.

More than doubled quarterly benchmark KPIs on Meta for a K-12 client with a new creative strategy, optimized copywriting, and A/B testing.

Iterated a full-funnel B2B GTM marketing plan on LinkedIn, **achieving a 30% higher-than-benchmark CTR and doubling high-quality lead quantity.**

Enhanced the customer journey beyond paid media platforms with strategy matrixes, UX recommendations, and improved email nurture copy.

MARKETING SPECIALIST; PROJECT MANAGER

University of North Texas - Dining Services – DS Creative In-house Agency
Mar. 2021 – Apr. 2024 (Contractor from Aug. 2023 - Apr. 2024)

Oversaw the success of 2 award-winning projects per the [National Association of College and University Food Services](#). Branding, events, openings, packaging, print, radio, storefronts, video, websites, etc.

Created a campaign strategy & content that aligned with brand voice for recruitment and awareness efforts. Print materials, webpages, social media, and **a Google Ads campaign that averaged a 6.5% CTR.**

Helped increase subscription sales by 12% in 2022 with content strategy and creation for print, digital, sales, and social, targeting Gen X and Z.

UNT Star Performer Award - 2022

CLIENT SERVICE REPRESENTATIVE

University of North Texas - Dining Services – DS Creative In-house Agency
Feb. 2019 – Mar. 2021

Managed client relationships and **improved consistency and deliverable production by over 30%** through research, proposals, new processes and tools.

Education

University of North Texas | May 2021 – Summa Cum Laude, Honors, Terry Scholar

BA IN JOURNALISM, CONC. ADVERTISING