

Jasmine Robinson

Jasminemonarobinson@gmail.com | (704) 914-7386 | Raleigh, NC

Results-driven Marketing and Communications Specialist with 5+ years of experience leading multi-channel content strategy, digital engagement, and brand communications for corporate, nonprofit, and public-sector organizations. Experienced in managing complex editorial calendars and omni-channel campaigns that integrate social media, email communications and automation, paid advertising, SEO, and analytics to strengthen visibility and audience growth. Skilled in transforming technical or policy information into compelling storytelling that aligns brand voice and organizational goals. Proficient in Mailchimp, HubSpot, Google Analytics, Hootsuite, and Meta Ads Manager, with proven success using insights to guide strategy, improve performance, and deliver measurable results. Currently pursuing a Master of Management – Marketing Analytics at North Carolina State University to advance expertise in data-driven strategy, campaign optimization, and leadership.

EDUCATION

- **North Carolina State University** Masters of Management, Marketing Analytics, In Progress 2027
- **The University of North Carolina at Greensboro,** Bachelor of Science in Business Administration, 2021

PROFESSIONAL WORK EXPERIENCE

North Carolina Department of Health and Human Services
Information and Communications Specialist

September 2025–March 2026

- **Internal & Employee Communications:** Develop, edit, and distribute clear, consistent communications across the Division of Human Resources, including internal emails, newsletters, and SharePoint announcements. Translate complex policy updates and HR initiatives into accessible messaging that strengthens employee engagement and organizational alignment.
- **SharePoint Strategy & Site Management:** Oversee design, content, and daily management of the Division’s SharePoint intranet site. Create new pages, restructure navigation, and implement visual enhancements to improve accessibility, usability, and compliance with DHHS brand standards. Maintain content accuracy and freshness to ensure all HR resources remain current and easy to locate.
- **Creative Design & Visual Storytelling:** Design and format digital and print materials—such as SOPs, flyers, infographics, training decks, and internal guides—that clearly communicate HR programs and compliance initiatives. Elevate the look and readability of materials through consistent branding, layout optimization, and adherence to accessibility standards.
- **Training & Virtual Event Communications:** Provide communications and logistical support for live virtual HR trainings, webinars, and agency-wide sessions. Manage chat moderation, facilitate audience interaction, and deliver post-event materials. Develop PowerPoint presentations and training templates that reinforce learning and enhance engagement.
- **Accessibility & Compliance Oversight:** Ensure all digital content, documents, and media assets meet ADA and Section 508 accessibility requirements. Collaborate with HR leadership and IT partners to uphold best practices in inclusive communication and content delivery.
- **Project Coordination & Process Optimization:** Use SmartSheet and other project management tools to track communication requests, standardize workflows, and monitor project milestones. Partner with HR leadership, IT, and communications teams to streamline content processes and strengthen internal communication infrastructure.

Grays Peak Strategies
Marketing Strategist

May 2021– October 2025

- **Content Creation & Scheduling:** Manage content creation across blog, email, social, and web channels, focusing on communications for government agencies—including state, local, federal, and tribal human services partners. Plan, schedule, and distribute content using Loomly, ensuring brand consistency and accessibility-focused tone across stakeholders.
- **Editorial Planning & Calendar Management:** Maintain a master editorial calendar that encompasses all public sector clients. Lead weekly planning sessions to coordinate content across government divisions and community partners, ensuring strategic alignment with policy rollout and public programs.
- **Cross-Functional & Agency Collaboration:** Collaborate directly with internal teams, agency suppliers, and government stakeholders—including tribal services, child welfare, and human services—to source case studies, develop policy-aligned stories, and create campaign materials that reflect program goals.
- **Campaign Execution & Channel Integration:** Conceptualize and execute omni-channel campaigns—including email, web, print, and social media—for government-focused initiatives. Translate technical policies into clear public messaging and informational outreach.
- **Internal Communications & Brand Messaging:** Facilitate internal communications with government clients and team leads, ensuring content accurately reflects evolving regulations, program updates, and policy changes with clarity and professionalism.
- **Community Engagement & Public Information:** Monitor social and web trends to identify community information needs. Respond to engagement opportunities and tailor content that educates, informs, and builds trust in public programs.

- **Web Content Governance & ADA Compliance:** Oversee routine updates to client websites built in WordPress and Squarespace, ensuring accuracy, ADA compliance, and timely publication of critical public service information.
- **Project Management & Multi-Stakeholder Coordination:** Manage competing priorities and rapid turnaround requests from multiple government agencies during policy or service changes—ensuring reliable delivery with high editorial standards.

Samaritan’s Feet International
Digital Marketing Coordinator

April 2023–December 2024

- **Content Creation & Planning:** Developed and managed informative, public-facing content across social media, email, blogs, and websites (Squarespace, WordPress); ensured alignment with brand voice, campaign goals, and community engagement strategies.
- **Editorial Calendar Management:** Directed the editorial planning process; collaborated with internal teams and vendors to maintain publishing schedules across digital platforms for timely, coordinated communication.
- **Omni-Channel Campaign Execution:** Planned and launched integrated marketing campaigns reaching over 441,000 users and 1.75M impressions annually; used analytics to continuously refine messaging and optimize multi-channel performance.
- **Performance Metrics & Reporting:** Tracked and analyzed campaign KPIs using Google Analytics, Facebook Insights, and platform dashboards; presented actionable insights to guide strategy and improve content impact.
- **Public Information & Outreach:** Translated complex programmatic language into clear, accessible narratives for community audiences, donors, and media partners; supported organization-wide initiatives through educational and inspirational content.
- **Web Content Management:** Maintained and updated web content to ensure accuracy, timeliness, ADA accessibility, and brand consistency; supported landing page creation and message testing.
- **Email Marketing & Stakeholder Engagement:** Executed segmented email campaigns in Bloomerang; used behavior tracking and engagement data to boost donor retention and recurring support.
- **Press & Print Communication:** Wrote and distributed press releases; designed and edited flyers, brochures, and reports to support public messaging and strategic campaign rollout. Acting as the main point of contact for media inquiries, fostering relationships with journalists and media outlets.
- **Vendor Coordination & Asset Delivery:** Managed relationships with agency partners and print vendors to ensure all digital and physical deliverables met deadlines, visual standards, and campaign goals.

DAC Group
Social Media Coordinator

February 2022– March 2023

- **Multi-Client Content & Calendar Oversight:** Managed editorial calendars for 40+ client accounts, scheduling and publishing daily, weekly, and monthly posts; ensured content aligned with brand guidelines, public messaging standards, and campaign timelines.
- **Content Strategy & Development:** Produced 50+ platform-specific posts daily across Facebook, Twitter, Instagram, and LinkedIn; maintained tone, message consistency, and clarity for diverse audience groups and public-facing initiatives.
- **Audience Engagement & Sentiment Monitoring:** Responded to user comments and feedback in real time, tracking engagement patterns and public sentiment to guide messaging and improve community connection.
- **Performance Analysis & Reporting:** Evaluated content performance through engagement metrics and platform analytics; identified opportunities for campaign improvement and increased visibility.
- **Trend Adaptation & Responsiveness:** Monitored social trends and emerging topics to swiftly adapt client messaging; ensured content remained timely, relevant, and consistent with broader communication strategies.
- **Public Communication Support:** Ensured that high-volume, fast-paced content delivery met professional standards for clarity, accuracy, and accessibility—essential for government or regulated environments.
- **Project Management & Multi-Stakeholder Coordination:** Balanced competing client demands under tight deadlines, collaborating with internal teams and external stakeholders to ensure quality control and timely delivery of strategic content.

The University of North Carolina at Greensboro
Residential Hall Association: Vice President of Programming and Collaboration

May 2019 – May 2020

- **Strategic Programming & Campaign Planning:** Led planning and execution of student engagement campaigns across multiple channels, including in-person, digital, and hybrid events; aligned messaging with community-building and organizational goals.
- **Content Creation & Digital Engagement:** Produced and scheduled original social media content to inform and engage student audiences; captured and edited digital stories, videos, and graphics to amplify campaign reach and visibility.
- **Cross-Functional Communication:** Served as liaison between Hall Councils and RHA leadership; facilitated clear, consistent communication and coordinated logistics to support effective programming across residential communities.

- **Public-Facing Messaging & Brand Alignment:** Created event communications and promotional materials that reflected institutional tone and values, ensuring clarity, inclusion, and campus-wide relevance.
- **Project Documentation & Reporting:** Maintained organized records of programming outcomes, event participation, and internal training—supporting reporting requirements and strategic planning.
- **Design & Delegation:** Designed branded digital assets, event itineraries, and promotional visuals; delegated tasks to executive team members to ensure timely execution of complex, multi-day events.
- **Budget Oversight & Compliance:** Managed event and campaign budgets in accordance with university financial policies; ensured cost control and accurate tracking of expenses.

North Carolina Office of State Human Resources

May 2019 – July 2019

Human Resources Intern

- **Cross-Functional Departmental Exposure:** Rotated through divisions including Recruiting, Benefits, Legal Counsel, Classification & Compensation, and Employment Branding to support internal and external communications across statewide HR operations.
- **Platform & CRM Resource Development:** Designed and launched “Recruit NC,” a SharePoint hub consolidating Talent Acquisition tools, policy documents, and best practices; improved resource accessibility for state hiring teams.
- **Campaign Support & Digital Content Creation:** Created branded content for state-wide awareness campaigns, including “Flag the Hazard” and “Opioid Prevention”; distributed materials across LinkedIn, Twitter, and Facebook to inform and engage citizens.
- **Email & Internal Communication:** Edited and proofread the NCFLEX benefits newsletter, ensuring clarity, accuracy, and alignment with internal communication goals and state guidelines.
- **Promotions & Stakeholder-Facing Media:** Developed PowerPoint presentations and print collateral for Temporary Solutions and other state initiatives, tailoring messages and visuals to diverse stakeholder groups.
- **Data Management & Systems Optimization:** Built a statewide career services contact database and led a data cleansing initiative within NEOGOV (state ATS) to improve search accuracy and reduce system errors.
- **Policy Research & Public Communication:** Researched Executive Orders and NGA guidelines; created digestible briefs to support internal alignment and inform communications strategy.
- **Event & Community Engagement:** Authored biographies for award recipients of the Governor’s Award of Excellence; co-facilitated the Governor’s Page Program, introducing high school students to public service careers.
- **Public Speaking & Representation:** Delivered a formal introduction for the Governor of North Carolina at an official reception on behalf of the internship cohort, representing the department with professionalism and confidence.

Skills and Abilities

- **Email Marketing & Automation:** Mailchimp, HubSpot Marketing Hub, Bloomerang; lifecycle marketing, audience segmentation, customer journey mapping, performance optimization
- **Social Media Management:** LinkedIn, Instagram, Facebook, X (Twitter), TikTok; content scheduling, community engagement, trend monitoring, influencer collaboration
- **Web & Content Management:** WordPress, Squarespace, Wisepop; basic HTML/CSS formatting, web accessibility compliance, landing page development
- **Paid Media & SEO:** Google Ads, Meta Ads Manager, keyword research, SEO optimization, campaign targeting, budget management
- **Analytics & Reporting:** Google Analytics, Hootsuite, Facebook Insights, KPI tracking, dashboard creation, data visualization, insights presentation
- **Design & Multimedia Tools:** Canva, Adobe Photoshop, Adobe Premiere; creation of branded print and digital marketing assets
- **Project & Campaign Management:** Content calendar development (Loomly), cross-functional collaboration, campaign planning, workflow optimization, event coordination
- **Data & CRM Systems:** NEOGOV ATS, SmartSheet, Microsoft Excel; data cleansing, reporting, and database maintenance