

Jessica Patterson

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EDUCATION

May 2026

EdD: Education, Higher Education Administration, University of Alabama
Activities/Honors: Omicron Delta Kappa, Elliott Society

July 2021

MA: Communications, Community Journalism, University of Alabama
Activities/Honors: Miss Alabama Pageant; C&M Walls Scholarship for Print Journalism; Journalism and Creative Media Scholar

May 2020

BS: Commerce & Business Administration, Marketing, University of Alabama
Minor: Computer Technology and Applications **Specialization:** Sales
Activities/Honors: Million Dollar Band Crimsonette Leadership; Miss Alabama Pageant; Zeta Tau Alpha Director of Health and Wellness; Delta Sigma Pi VP of Community Service

EXPERIENCE

April 2023 - Present

Web Strategist II: Digital Content Manager, University of Alabama, Culverhouse College of Business

- Delivered growth in social media performance, boosting impressions by 150% to 4.8 million, engagements by 115% to 195K, and link clicks by 155% to 86K within one year
- Leads the strategic planning, creation, editing, and publication of digital content across multiple platforms, including eight social media channels, the college website, and visual displays, resulting in successful completion of over 30 web projects this year
- Directs the execution of the college's digital marketing strategy, leveraging data analytics to guide decision-making and drive successful campaigns
- Oversees a team of college social media ambassadors, providing mentorship and guidance to ensure a strong and unified online presence

Nov. 2021 - March 2023

Social Media Specialist/Marketing Coordinator, University of Alabama, UA Online

- After accelerating social media reach by 554% in the first six months, I was promoted from Marketing Coordinator to Social Media Specialist
- Managed 13 OTIDE social media accounts, ensuring cohesive branding and consistent messaging
- Produced content for commercials, web advertisements, and email newsletters to elevate the University's digital presence and enhance marketing mix
- Supervised two student workers, fostering a collaborative environment and supporting their professional development within the team

CONFERENCES

March 2024

Council for Advancement and Support of Education (CASE) | Social Media & Community

Beyond Likes: Nurturing Relationships with Alumni, Donors, and Students on Social Media

Nov. 2022

UPCEA | Marketing, Enrollment Management, and Student Success

Stop, Collaborate & Listen: Maximize Marketing/Communication Impact by Recognizing Expertise and Building Trust

SKILLS

CREATIVE: Adobe Suite; Canva; Videography; Photography; AP, APA, MLA, Chicago Turabian Writing

WEB: WordPress; Elementor; Wix; Google Analytics; Digital Advertising; HTML Coding

SOCIAL: Instagram; TikTok; Facebook; X/Twitter; LinkedIn; Threads; Pinterest; Reddit

SOFT: Cross Collaboration; Talent Management; Brand Development; Teaching

VOLUNTEER

Aug. 2021 - present

Marketing Chair: Miss Alabama's Teen

- Creates social media and print marketing materials
- Produces monthly social media calendars for approximately 40 contestants

Jan. 2017 - July 2021

Titleholder: Miss America Organization, Alabama

- Miss River City 2019 and 2022, Miss North Jefferson Area 2020/2021
- Competed in interview, on-stage question, talent, and evening gown
- Developed a non-profit (Center Stage) to benefit arts education funding/installation
 - Raised \$40,000 for art programs in AL
 - 5,000+ hours of community service
 - 2 million+ total community outreach (in-person, social, television)
- **Honors:** Women in Business Scholarship (highest GPA), talent winner, community service honors
- **Government Recognition:** Kay Ivey Governor's Proclamation; Certificates of Honor from Senators Richard Shelby and Tommy Tuberville, Congressmen Gary Palmer and Robert Aderholt, Mayor Walt Maddox

To review my full resume and portfolio, please visit: jessicalpatterson.com