

JESS ROUSH

SOCIAL MEDIA SPECIALIST

[My Portfolio](#) | [LinkedIn](#)

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Seattle, WA

PROFILE

Social Media Specialist with a strong background in sales and client-facing roles, helping brands connect with audiences through authentic content and strategic campaigns. Known for attention to detail, creative problem-solving, and adding a touch of humor to every project.

EDUCATION

Graduated 2008

UC SAN DIEGO

- BA in International Studies

WORK EXPERIENCE

■ JUNE 2025 - PRESENT

Jess Roush Creative | Seattle, WA

Owner + Operator

- Create and execute UGC campaigns for brands like Sundays for Dogs, Pestie, and Pelsbarn, producing content that increases engagement and meets campaign goals.
- Manage end-to-end social media projects, including concept development, scriptwriting, filming, editing, and final delivery.
- Collaborate with creative team to scale content efficiently while maintaining brand voice and quality.

■ AUGUST 2021 - DECEMBER 2023

Budget Blinds | Everett, WA

Design + Sales Consultant

- Conducted in-home consultations, providing tailored design recommendations and visual presentations to clients.
- Maintained a 51% closing rate by building trust and delivering persuasive solutions.
- Managed multiple projects simultaneously, demonstrating organization, communication, and client management skills applicable to remote content work.

KEY SKILLS

- User-Generated Content (UGC) Creation
- Social Media Strategy & Management (Instagram, TikTok, X, Facebook)
- Content Planning & Scheduling
- Brand Analysis & Messaging
- Video & Photo Editing (Direct-Response, Reels, Shorts)
- Copywriting & Script Development
- Client Relations & Collaboration
- Analytics & Engagement Optimization

TOOLS + PLATFORMS

- Canva
- CapCut
- Buffer
- Metricool
- ChatGPT
- Meta Ads Manager

WORK EXPERIENCE

■ MAY 2019 - DECEMBER 2023

Training With Jess | Seattle, WA

Owner + Personal Trainer

- Grew client base via social media, referrals, and local networking.
- Designed personalized programs and shared results-driven content, improving engagement and client retention.
- Produced educational and promotional content for online audiences.

■ APRIL 2017 - MAY 2019

The Lotus Methos | San Francisco, CA

Head of Classes + Community

- Led small-group fitness classes and created engaging content for members, increasing retention and participation.
- Authored training manuals and conducted staff education sessions, showcasing instructional content creation skills.
- Onboarded new clients with a 98% conversion rate, demonstrating persuasive communication and relationship-building abilities.