

Janet Odubeko

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(323)-963-3034

EDUCATION & CERTIFICATIONS:

Full Sail University - Winter Park, FL: Master of Arts in Public Relations and Applied Marketing

Towson University - Towson, MD: Bachelor of Science in Psychology

SKILLS:

- Creative Event Management, Public Relations, and Marketing Campaigns
 - Website Design, SEO, Google Analytics, and Marketing Automation
 - Strategic, Creative and Professional Management and Leadership
 - Content Management Systems, Invoice Processing, and Data Analysis
 - Proficient in Zendesk, MailChimp, Trello, Hootsuite, and HubSpot
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PROFESSIONAL EXPERIENCE:

Informative Artistry

Washington, D.C./Los Angeles | 01/2018 - Present

Creative Event Consultant

- Provides catering and event support for companies like **Sofi Stadium, Earle's on Crenshaw, USC** and more.
- Executes social media and branding efforts for lifestyle and entertainment clients with strategic marketing tactics that increased the user following to over 200% within four months.
- Assists in email marketing campaigns including e-renewals, e-bills, and e-direct mail for 60+ publishers, maintaining over 150 publications.
- Secures local and national earned media placements for clients in media outlets such as **TVOne, Essence, and Huffington Post**.
- Leads all elements of product launch process and event management including development and execution of announcement and events for both national and local clients.
- Demonstrates complementary expertise in social media channels and vehicles to accelerate brand exposure and audience engagement.
- Assists with development of campaigns through establishing messaging, content and creating/ executing overall strategy on a monthly budget.
- Led marketing campaign efforts and branding awareness for a four-city press tour for '**Moguls in Media**' featuring 40 guests from each city with secured multiple sponsorships, speakers from companies such as the **NFL, OWN**, and more. Recognized as '**Publicist of the Year**' award for exemplary work done.

Bostrom AMC

Washington, DC | 10/2021 - 02/2022

Content Marketing Manager

- Managed DEI Survey email marketing campaigns for a three-month study for clients while tracking and reporting analytics to senior management.
- Assisted with answering questions and troubleshooting for online opportunities.
- Collaborated with account executives and client staff teams to plan and execute all web, print, contact database, email, social media, and newsletters for multiple clients.
- Measured, analyzed, and reported performance of all digital marketing campaigns, using Google Analytics, Monday.com, and Basecamp.
- Collaborated with internal teams to create landing pages and optimize consumer experience for client campaigns.
- Managed all client and internal communications meetings on a weekly, monthly, and quarterly basis.

Lapa Lopa

Washington, DC | 10/2018 - 05/2020

Event Marketing Manager

- Directed the events team and staff and oversaw all operations from development, production, right up to delivery.
- Coordinated and implemented all operations within an event, including, but not limited to staff, food, beverage, AV / tech support, set up, decor and payment.
- Contact point for all clientele; ensured the host of the event was pleased whilst building strong communication ties and excellent rapport.
- Liaised with different departments to guarantee successful events; such as marketing, sales team, restaurant management team and lead chefs.
- Led all event staff, hired and trained new employees as well as provided leadership, motivation, direction and support to the current team.

BTC Revolutions

Washington, DC | 12/2017 - 04/2018

Online Community Manager

- Provided technical support to customers for food and beverage products, product troubleshooting while resolving issues effectively.
- Collaborated with cross-functional teams to identify and escalate product bugs, resulting in prompt resolutions and improved customer satisfaction.
- Developed comprehensive documentation and knowledge base articles, reducing support response time by 30%.
- Conducted training sessions for new and existing customers on product features and best practices.
- Assisted in the release of product campaign launches via validation of new product releases, ensuring a smooth rollout and minimizing user disruption.
- Contributed to the creation of a customer self-service portal, empowering users to find solutions independently and reducing support requests.

American Pharmacist Association

Washington, DC | 03/2017 - 12/2017

Marketing Manager

- Developed social media content and marketing communications collateral for the Association's education department.
- Managed administrative and financial support tasks for the Books & Electronic, Periodicals, and Marketing departments.
- Oversaw strategic meetings to elevate and amplify overall marketing strategy and efforts for multiple departments.
- Utilized e-mail marketing campaigns and audience segmentation to promote annual education events and market research to over 300,000 subscribers. Increased subscribers by 40% to email marketing lists through personalized copy for different audiences.
- Led creative direction and marketing campaigns to highlight education marketing collateral of new education products.
- Executed web and print advertising meetings as it relates to content creation and placement.
- Led special projects from ideation to completion including ad campaigns, email marketing campaigns and media relations efforts.

