

Raych Jackson's

Digital  
Marketing  
Portfolio



# ABOUT ME

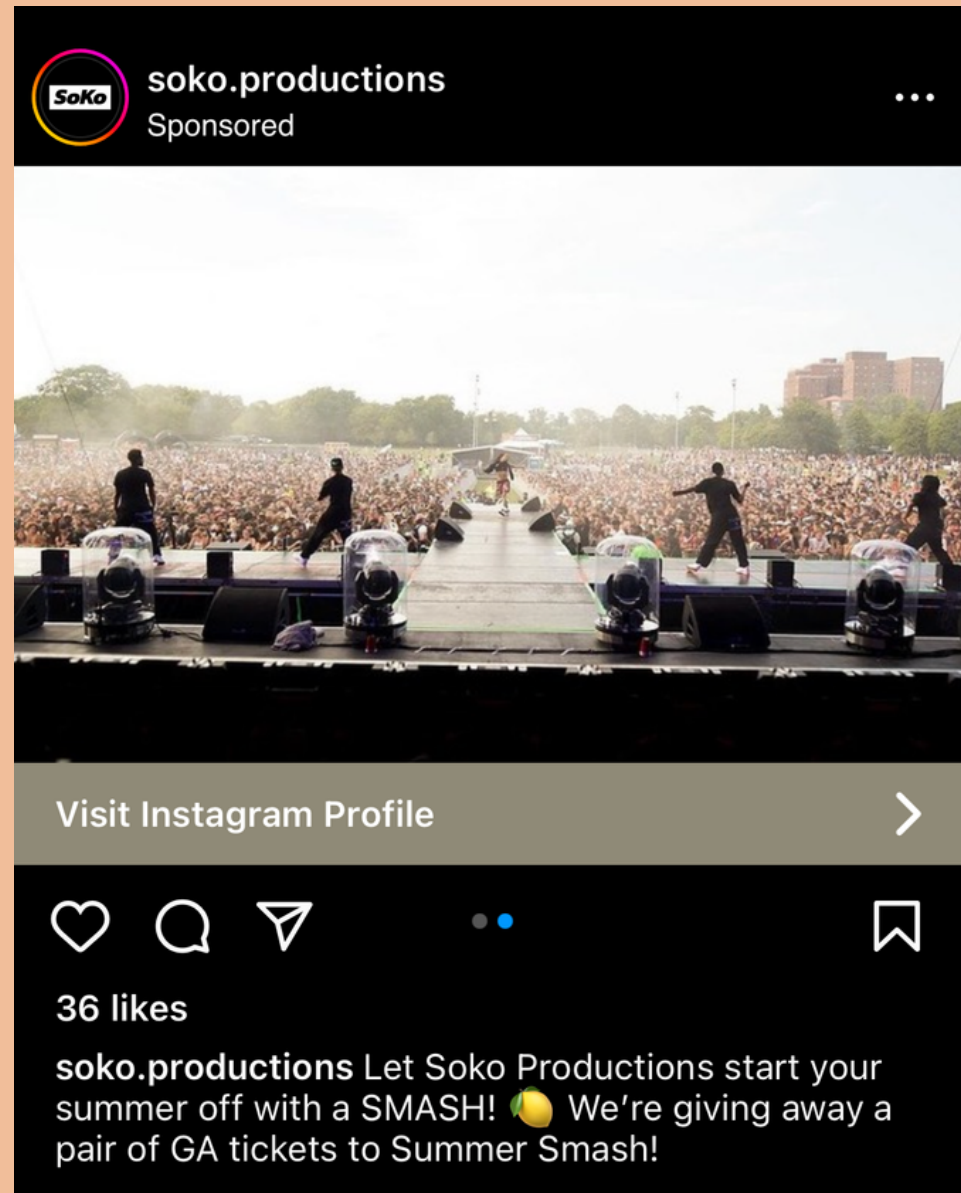
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I am a seasoned digital marketer and former educator, bringing over 10 years of experience in social media, email marketing, branding, and audience growth to the table. I possess outstanding communication and storytelling skills, enabling me to create engaging and impactful digital marketing campaigns. Throughout my career, I have successfully developed and implemented comprehensive strategies that have led to significant audience growth, increased brand visibility, and improved customer engagement. My expertise in social media management, data-driven insights, and brand development makes me a valuable asset in the digital marketing landscape as I seek new opportunities to leverage my skills and drive results for future clients.

# STRATEGIC CAMPAIGN MANAGEMENT

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At Do312 I wrote and pushed out copy for campaigns of partnering brands.



I proposed and facilitated a sponsored giveaway to garner Soko Productions, a newer page more followers.

Throughout my career, I have successfully planned and executed numerous digital marketing campaigns, utilizing various channels to drive brand awareness, engagement, and conversions. I have developed comprehensive strategies tailored to specific target audiences, using SEO, PPC advertising, social media marketing, email marketing, and content marketing to achieve exceptional results for my clients.



# SOCIAL MEDIA MANAGEMENT AND GROWTH

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I created snippets of an interview to post on Instagram to drive traffic to the full interview on the client's site.



The Do312 voice is for Chicagoans. Above is a viral joke Chicagoans loved.

I have successfully increased clients' social media following, engagement rates, and website traffic. Through strategic content creation, community engagement, and data-driven insights I have effectively built and nurtured online communities, increased brand awareness and fostered meaningful interactions.

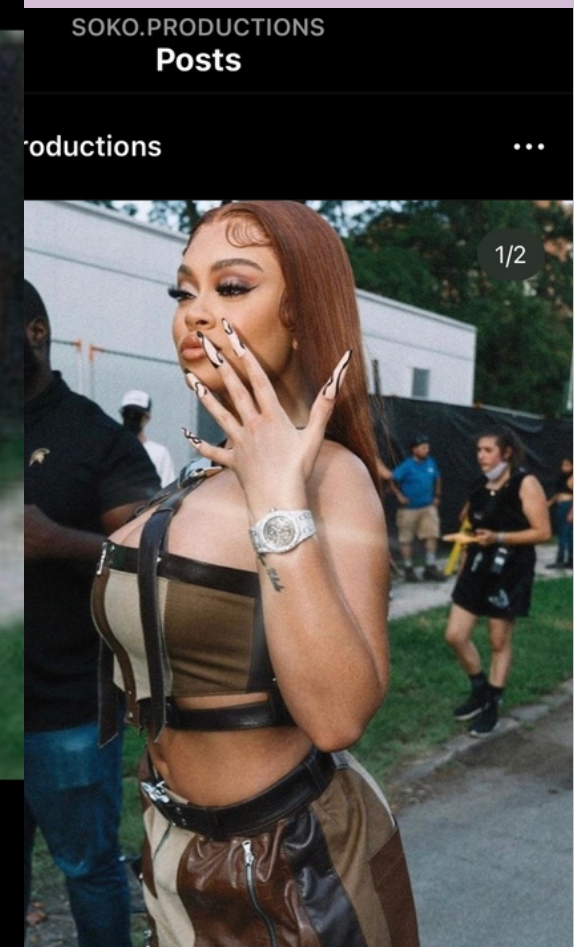
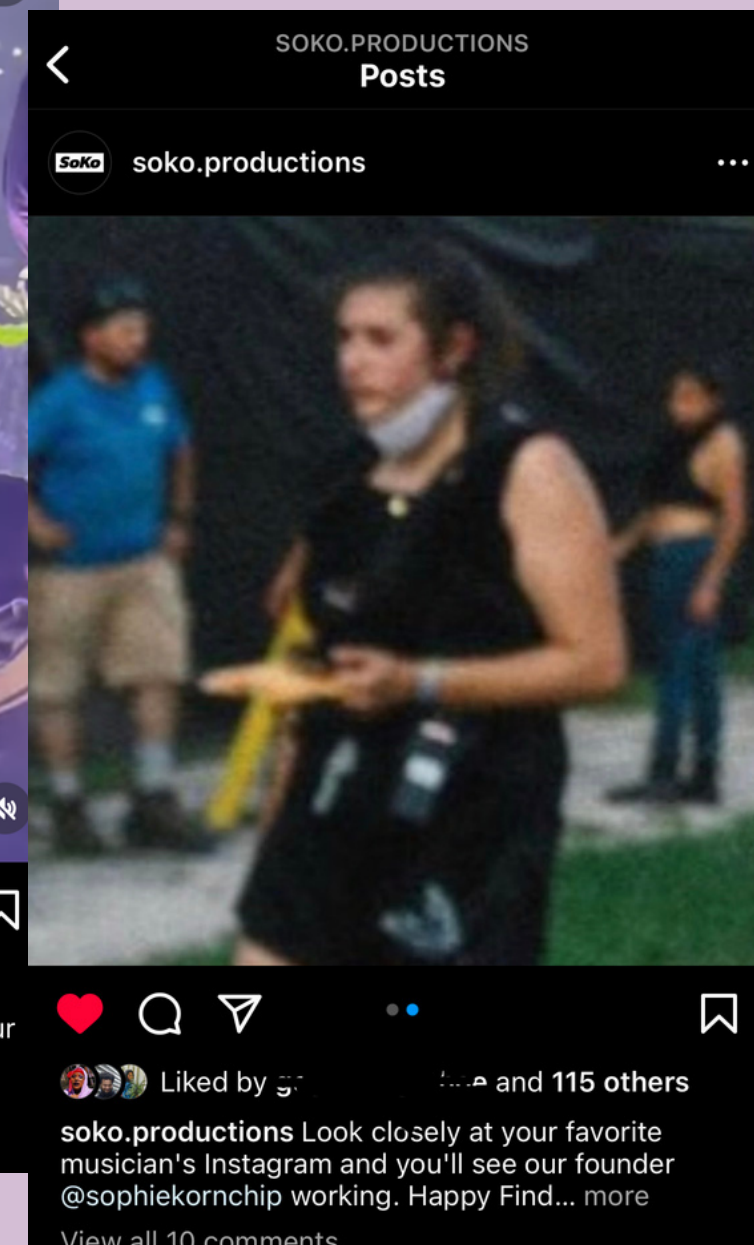
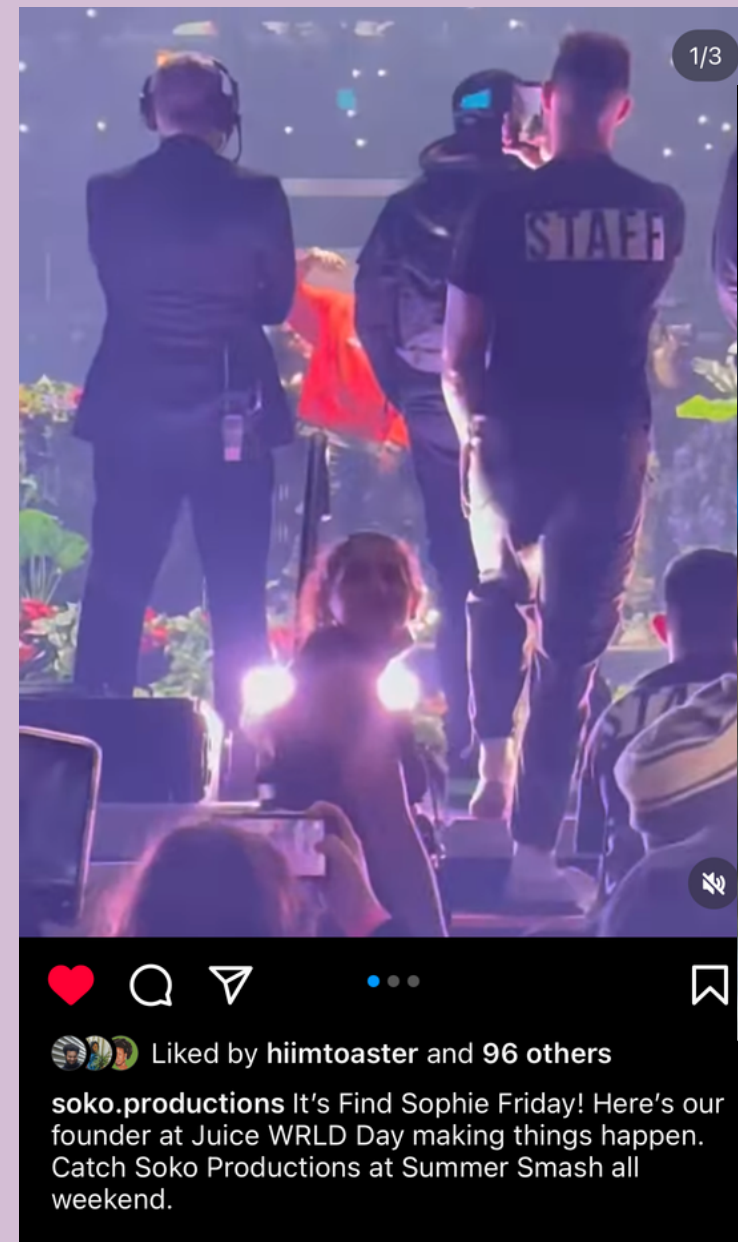


# ADDITIONAL HIGHLIGHTS

DIGITAL MARKETING PORTFOLIO



During the January 6th riots I paused the Do312 channels. The challenge: how to restart an online presence for a Chicago focused company. I wrote the statement, posted the Chicago flag, analyzed user reception then slowly restarted ad campaigns.

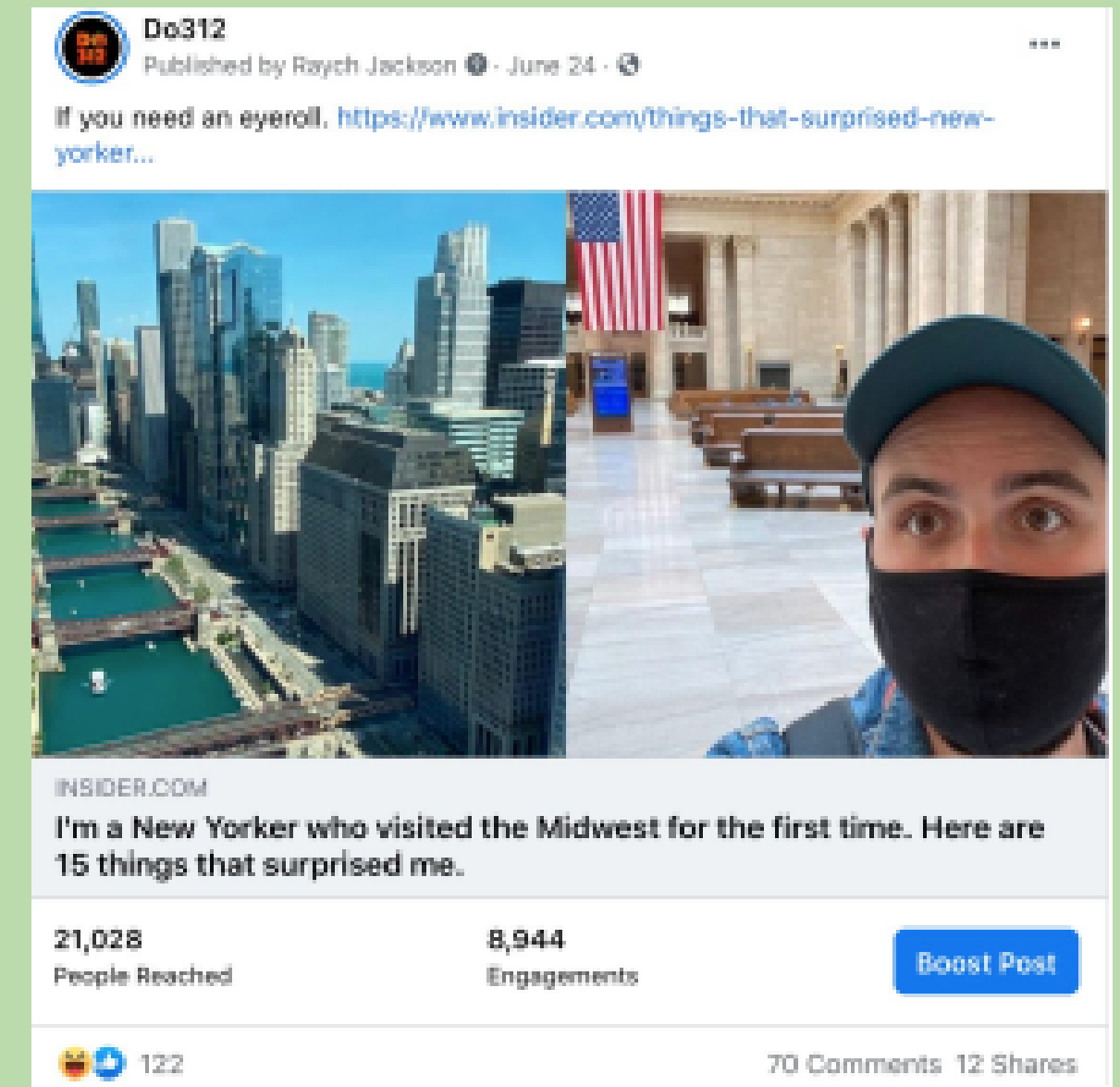


For Soko Productions I created "Find Sophie Friday" to highlight the many times the founder of the production company is hard at work in the background of any event. This addressed her worry of the company's online presence not having an approachable feel.

# CONTENT MARKETING AND SEO OPTIMIZATION

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Creating compelling content that resonates with the target audience is at the heart of effective digital marketing. I have extensive experience in content strategy, development, and optimization for search engines. By implementing SEO best practices, conducting keyword research, and crafting engaging blog posts, articles, and website copy, I have consistently improved organic search rankings and increased website visibility.

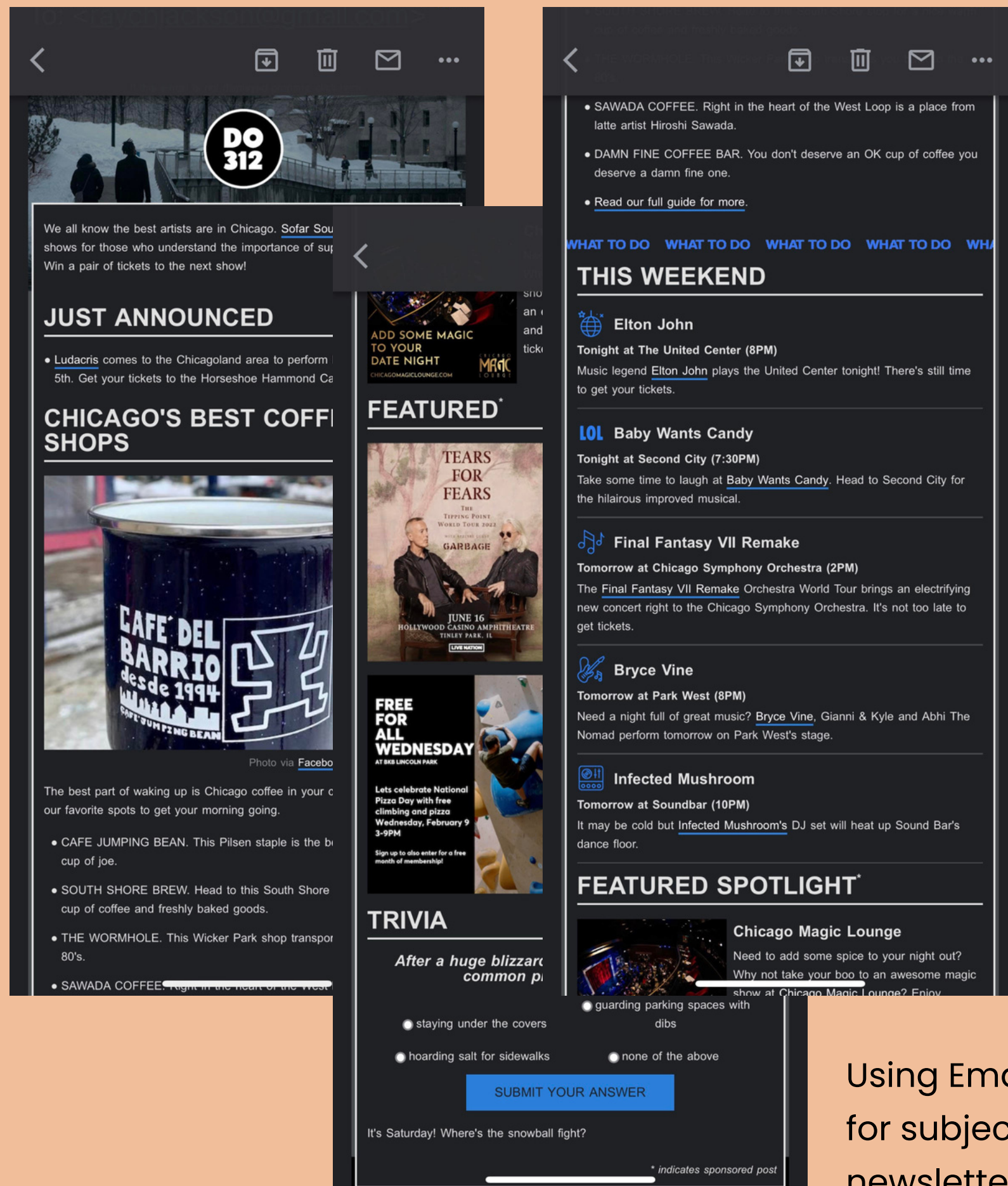




# EMAIL MARKETING AND AUTOMATION

Using business-to-business (B2B) marketing automation platforms like Emarsys, I have delivered personalized and targeted email communications, resulting in improved customer engagement metrics such as open rates, click-through rates, and overall campaign effectiveness for B2B interactions.

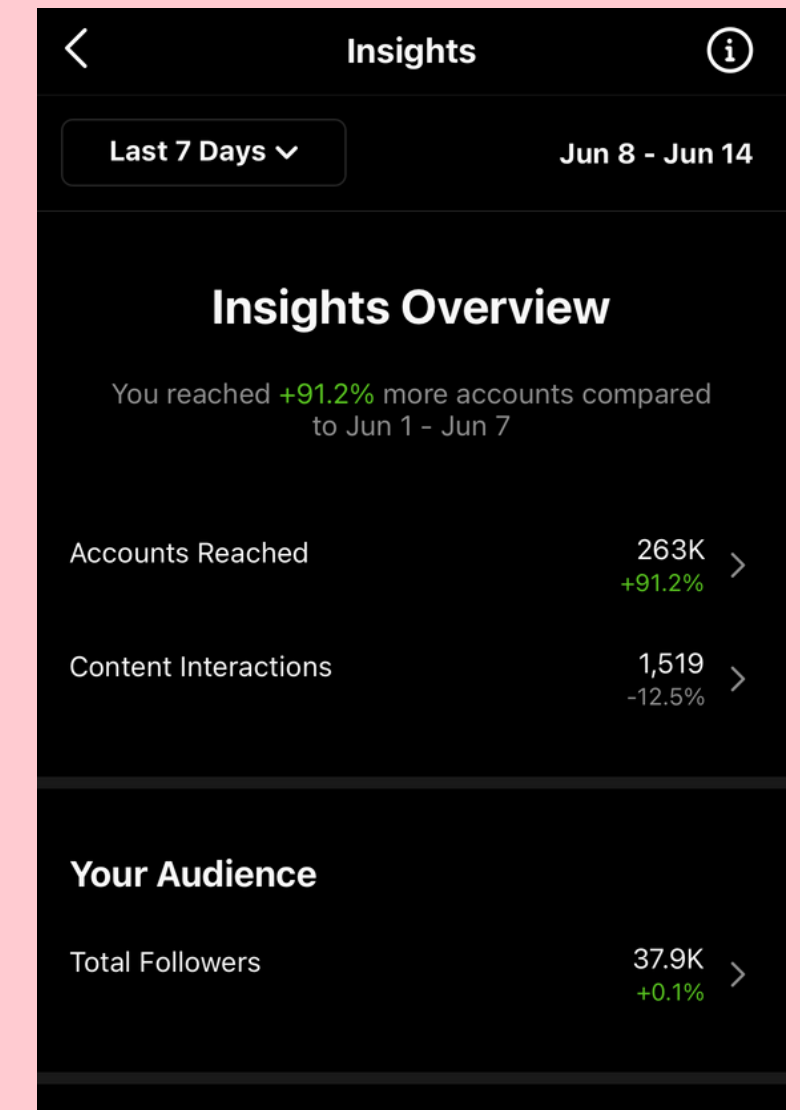
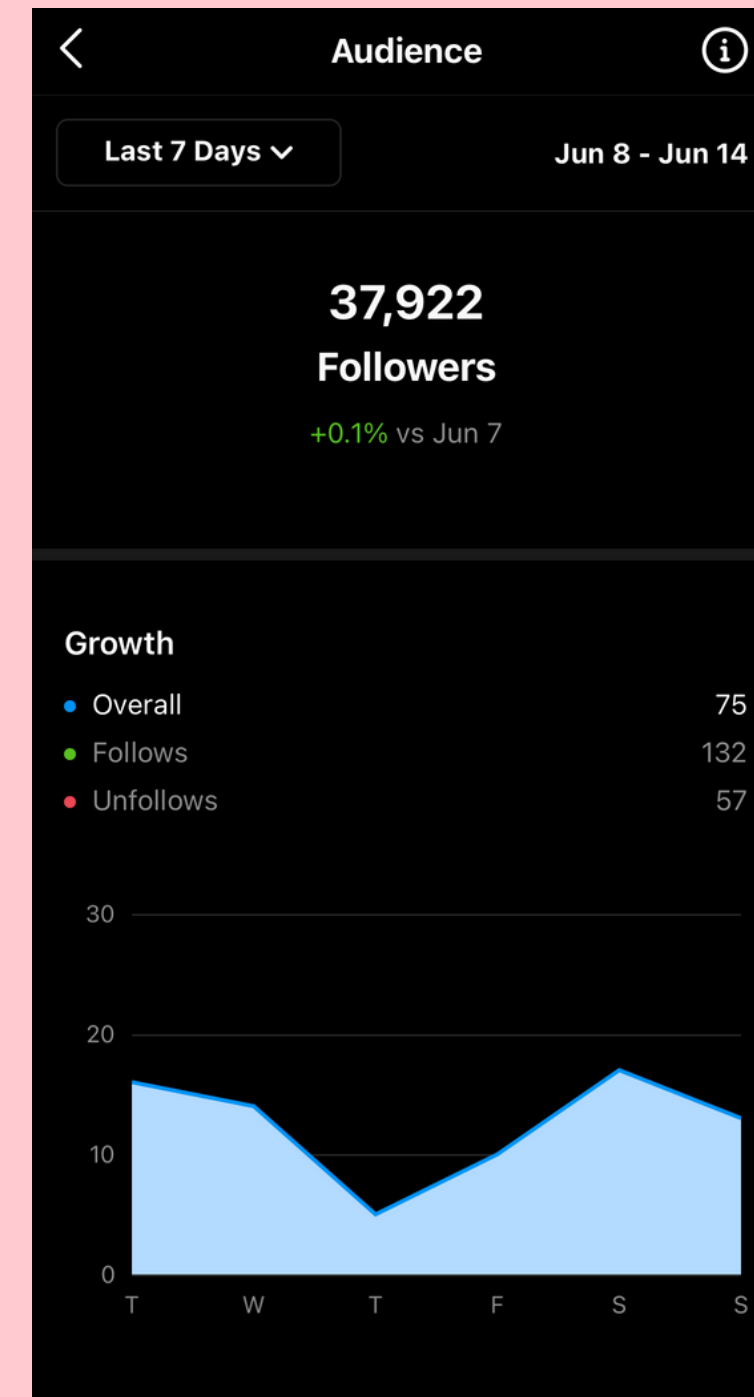
Using Emarsys and A/B tests for subject lines I wrote newsletters for 250k+ people.



# DATA ANALYTICS AND PERFORMANCE TRACKING

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Data-driven decision-making is a cornerstone of my approach. By analyzing data, conducting A/B tests, and implementing conversion tracking, I have continuously optimized digital marketing efforts to deliver exceptional results to tens of thousands of users across accounts.



Above is a week that my client and I focused on raising the audience we reached.



# HARD SKILLS

- Brand Marketing & Management
- Social Media
- Growth Strategy
- SEO
- Google Analytics
- Content Creation & Management
- Facebook Business Manager
- Email Marketing
- Communications
- Sprout Social
- Digital Advertising
- Copywriting
- PPC
- UX/ UI
- Marketing Automation
- Content Creation
- Conversion Rate Optimization
- Web Analytics
- Mobile Marketing
- Hootsuite

# THANK YOU FOR YOUR TIME

Thank you for taking the time to review my digital marketing portfolio.

If you are seeking a results-driven digital marketer who can deliver impactful strategies and drive measurable results for your business, I would be thrilled to discuss how I can contribute to your success.

Please feel free to reach out to me to learn more about my experience or discuss potential collaboration opportunities. I look forward to connecting with you and the possibility of working together to achieve your digital marketing goals.



# CONTACT ME

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