## Raych Jackson's





## ABOUT ME

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, datadriven 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



soko.productions



Visit Instagram Profile



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 ${\color{black}{\boxtimes}}$ 

36 likes

**soko.productions** Let Soko Productions start your summer off with a SMASH! Over giving away a pair of GA tickets to Summer Smash!

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

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



Do312 with Coors Light. Sponsored · ♂

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A lot of people care about looking fresh and Chicagoans make the cut. Z Grab a Coors Light and read through our guide of the chillest barbershops to clean up at. Win haircuts for a year!



DIGITAL MARKETING PORTFOLIO

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

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



6 My name is Liz Flores and I'm a painter and a muralist living in Chicago. I paint the human form through shape and color. I'm really drawn to painting the female body and exploring different themes like personal freedom, womanhood, belonging and representing those experiences and emotions abstractly.

ABOUT LIZ FLORES

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When you walk backwards in the intersection of Madison and State in the winter.



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.

## ADDIT()NAL HGHLGHTS

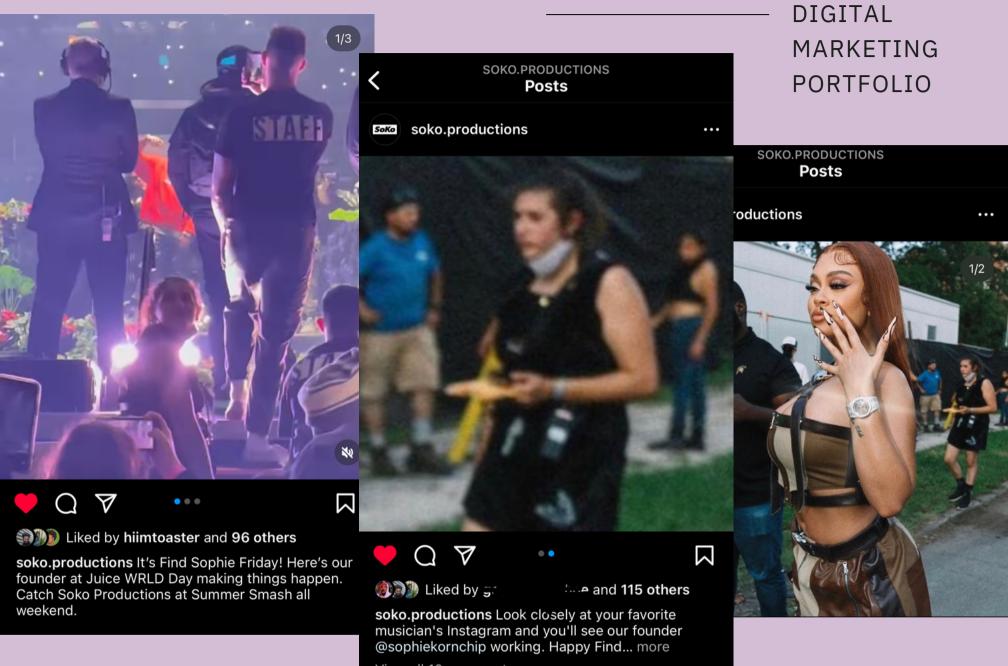
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Do312 Posted by Raych Jackson 4h · 🕤

As a brand, we remain committed to making a difference locally by highlighting the best of our cities and standing up where we can make Chicago better. It is an honor to be a part of our community, and we intend to continue to bring people together in 2021.



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 SFO OPTIMIZATIONDo312 vorker...

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.

#### DIGITAL MARKETING PORTFOLIO

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ublished by Raych Jackson @ - June 24 - 3

If you need an eyeroll, https://www.insider.com/things-that-surprised-new-



#### INSIDER.COM

I'm a New Yorker who visited the Midwest for the first time. Here are 15 things that surprised me.

21,028 People Reached 8,944 Engagements



70 Comments 12 Shares

Boost Post



We all know the best artists are in Chicago, Sofar Sou shows for those who understand the importance of sur Win a pair of tickets to the next show!

#### JUST ANNOUNCED

Ludacris comes to the Chicagoland area to perform 5th. Get your tickets to the Horseshoe Hammond Ca

#### CHICAGO'S BEST COFF SHOPS



The best part of waking up is Chicago coffee in your c our favorite spots to get your morning going.

- CAFE JUMPING BEAN. This Pilsen staple is the bu cup of ioe
- SOUTH SHORE BREW. Head to this South Shore cup of coffee and freshly baked goods.
- THE WORMHOLE. This Wicker Park shop transpor 80's
- SAWADA COFFEE



#### Elton John

Tonight at The United Center (8PM) Music legend Elton John plays the United Center tonight! There's still time to get your tickets.

Take some time to laugh at Baby Wants Candy. Head to Second City for

The Final Fantasy VII Remake Orchestra World Tour brings an electrifying

new concert right to the Chicago Symphony Orchestra. It's not too late to

Need a night full of great music? Bryce Vine, Gianni & Kyle and Abhi The

It may be cold but Infected Mushroom's DJ set will heat up Sound Bar's

Chicago Magic Lounge

Need to add some spice to your night out?

M

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#### **LOL** Baby Wants Candy Tonight at Second City (7:30PM)

the hilairous improved musical.

Bryce Vine

Tomorrow at Park West (8PM)

net tickets

dance floor.

**Final Fantasy VII Remake** Tomorrow at Chicago Symphony Orchestra (2PM)

Nomad perform tomorrow on Park West's stage

FEATURED SPOTLIGHT

Infected Mushroom

Tomorrow at Soundbar (10PM)

o quarding parking spaces with

dibs



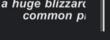
DATE NIGH

FEATURED



#### TRIVIA

After a huge blizzard



staying under the covers

hoarding salt for sidewalks none of the above



It's Saturday! Where's the snowball fight?

## FMAI MARKFTING AND ALITOMATION

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

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.



#### DIGITAL MARKETING PORTFOLIO



<	Insights	í
Last 7 Days ∨		Jun 8 - Jun 14
<b>Insights Overview</b> You reached +91.2% more accounts compared to Jun 1 - Jun 7		
Accounts Reached		263K +91.2% >
Content Interaction	S	<b>1,519</b> > -12.5% >
Your Audience		37.9K +0.1% >
		+0.1%

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

## HARD SKILS

- 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

## IHANKY()JF()R YOURTIME

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



Rachel "Raych" Jackson 773-934-1322 Raych Jackson@gmail.com

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DIGITAL MARKETING **PORTFOLIO** 

# www.linkedin.com/in/raychjackson/