

# Philip Jackman

## **Content Creator / Social Media Manager - Mélange Information Services**

Jersey City, NJ 07304

[pjackman12@gmail.com](mailto:pjackman12@gmail.com)

201-354-7035

Writing, reviewing, editing, and creating content for company websites, blogs, marketing materials, and similar platforms.

Willing to relocate: Anywhere

Authorized to work in the US for any employer

## Work Experience

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### **Content Creator**

Melange information services - Boston, MA

September 2018 to Present

- Managed and developed targeted content for the company's website. (Melangeinfo.com)
- Produced blog content from inception to publication. (lifetimevibes.com, Chefparttime.com, collegesuccesslife.com)
- Executed major website releases and upgrades, including testing protocols.
- Created and scheduled weekly content for blogging channels.
- Successfully spearhead campaigns on social media platforms including Facebook, Twitter, Pinterest and Instagram.
- Used analytics to monitor and regularly report performance of blogging channels.
- Have working knowledge of all relevant social media platforms and have cultivated a social following.
- Developed online marketing campaigns, effectively increasing followers by 36k+ across all platforms and driving brand awareness.
- Co-author of "College Success Diet: The Insider's Guide to Educational and Career Success" available on Amazon.

### **Enterprise Service Specialist**

Brown Brothers & Harriman - New York, NY

May 2012 to September 2018

Responsible for managing Conference Center and staff, providing support and oversight to firm Partners and Senior Executives

- Accountable for coordinating, testing, and troubleshooting and maintaining new conference room equipment. Managed vendor relationships and processing vendor contracts and coordinating deal points for enterprise services.
- Responsible for planning and implementing corporate events and provided courteous and accurate customer service to executive level clients.

### **Web Designer**

National Forum on Information Literacy

May 2006 to September 2014

Create design prototypes, including graphic design, site navigation, and layout of content. managing social media.

- Create visual concepts that match the content and the image wanted by the forum.
- Perform maintenance and updates to existing websites when requested by the Forum.

### **Sr. Repair Operations Specialist**

Brown Brothers & Harriman

August 2007 to May 2012

Responsible for repairing client automated trades and providing customer services by contacting clients for verification of unclear or invalid trade instruction details.

- Assists management in product delivery, escalation and resolution of high expo-sure items, maintaining the proper balance of cost control and client service.
- Maintain relationships with various departments within BBH to research and re-solve trade-related issues in order to minimize risk and exposure to external clients.
- Responsible for processing complex high risk multi-part trades which includes, Time Deposits, Collateral Swaps, Auto Vault Transfers, and Derivative Options.

### **Sr. Account Manager**

Directory, Inc

October 2004 to May 2006

Collaborated with regional and national clients to develop and maintain their advertising accounts with 12 of the top business-to-business publications such as Forbes, Business Week, Wall Street Journal, and Newsweek.

- Managed 250-300 clients' advertisements each month.
- Helped develop UK and US renewal strategies for over 5000 small to medium sized business.
- Collaborated with national clients and their ad agencies to build and implement an online marketing strategy. Executed online marketing strategies for clients based on industry needs.

## Education

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### **Bachelor of Arts in Sociology in Sociology**

University of Connecticut - Storrs, CT

2004

## Skills

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- WORDPRESS (8 years)
- PHOTOSHOP (10+ years)
- CRM
- PEOPLESOFT
- SFA
- Blog (5 years)
- Social Media (5 years)
- Adobe Creative Suite (5 years)

- Search Engine Optimization (SEO) (4 years)
- Content Development
- HTML5
- Content Creation
- Adobe Experience Cloud (5 years)
- Video Editing (5 years)
- Social Media Management (4 years)
- Web Design (8 years)
- Web Development (8 years)
- User Interface (UI)
- Copywriting
- CSS
- Keyword Research (2 years)
- Adobe Illustrator (5 years)
- Adobe InDesign
- Digital Marketing
- Video Production
- Google Analytics

## Links

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<https://chefparttime.com/>

<https://collegesuccesslife.com/>

<https://lifetimevibes.com/>

<https://melangeinfo.com/>

<https://www.facebook.com/lifetimevibes/>

[https://www.instagram.com/scott\\_parttime\\_chef/](https://www.instagram.com/scott_parttime_chef/)

[https://www.pinterest.com/chefparttime/\\_created/](https://www.pinterest.com/chefparttime/_created/)

## Assessments

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### **Social Media — Highly Proficient**

October 2020

Knowledge of popular social media platforms, features, and functions.

Full results: [Highly Proficient](#)

### **Marketing — Proficient**

October 2020

Understanding a target audience and how to best communicate with them.

Full results: [Proficient](#)

Indeed Assessments provides skills tests that are not indicative of a license or certification, or continued development in any professional field.

## Additional Information

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### SKILLS

Proficiency in Microsoft Office Suite and managing social media, Photoshop, Flash, Adobe Suite, 8, HTML Programming, CSS, Windows, WordPress, Networking and Systems Management, NetSuite and PeopleSoft (CRM/ SFA Solution) GTPS, BIDS

### AREAS OF EXPERTISE

Possess strong interpersonal, oral, and written communication skills with attention to detail and proven leadership. Strong analytical and interpersonal skills; self-motivated; team oriented; highly organized; Punctual; resourceful; adaptive; and receptive to challenging and competitive work environments