

JENNA PALMER

Schertz, TX ▪ jvictoriah94@gmail.com ▪ 619-881-7943

jennavictoriah.wixsite.com/jennavictoriah ▪ [linkedin.com/in/jennavictoriah](https://www.linkedin.com/in/jennavictoriah)

EXPERIENCE

Marketing Specialist

Sharp HealthCare | San Diego, CA | 11/2018 – 10/2023

- Strategized and created content for multi-channel campaigns
- Managed projects from brief to delivery using Smartsheet project tracker
- Designed print, environmental, and digital assets using Adobe Creative Suite
- Maintained web pages for company intranet and public website
- Proactively sought out opportunities for brand awareness and enrollment growth

NOTABLE PROJECTS

- Editor and designer of internal email newsletter reaching over 3,000 employees
- Created QR code program for clinics, saving Pediatrics over \$180,000 in one year

Marketing Specialist

Biocept | San Diego, CA | 06/2016 – 11/2018

- Managed email campaigns, focusing on nurturing leads and driving sales
- Crafted social media strategies to boost brand visibility and engagement
- Produced sales enablement materials, social media graphics, and event assets
- Provided creative input and marketing support for product launches
- Edited technical documents, abstracts, and reports

NOTABLE PROJECTS

- Successfully implemented marketing collateral management system
- Managed web redesign, creating content strategy, wireframes, and mockups

EDUCATION

B.A. in Media Communication

Point Loma Nazarene University
San Diego, CA

CERTIFICATIONS

Email Marketing

HubSpot Academy

Growth-Driven Design

HubSpot Academy

Web Design and Development

Cornell University

SKILLS

- Adobe InDesign
- Adobe Photoshop
- Adobe Illustrator
- HTML
- CSS
- Figma
- HubSpot

AWARDS

C.O.R.E. Award in Finance Pillar
Sharp HealthCare