

JASMINE HIPPE

CREATIVE MARKETING COMMUNICATIONS

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CENTERVILLE, MN 55038



EDUCATION

BACHELOR OF SCIENCE IN BUSINESS, Marketing Major and Sustainability Minor

University of Minnesota Twin
Cities, Curtis L. Carlson School
of Management

GRADUATION: May 2017

GPA: 3.69

DEAN'S LIST: Fall 2015, Spring
2016, Fall 2016, Spring 2017

CERTIFICATIONS

YouTube Content Strategy Certified

August 2017 – February 2019

HubSpot Inbound Certified

January 2018 – March 2020

Google AdWords Certified

January 2018 – January 2019

STRENGTHSFINDER

1. INPUT
2. MAXIMIZER
3. INTELLECTION
4. ACTIVATOR
5. FUTURISTIC

PROFESSIONAL EXPERIENCE

COLLEGIS EDUCATION

Marketing Communications Intern, Bloomington, MN, June 2017-August 2017

- Researched and wrote 2 articles published on the Rasmussen College blog
- Coordinated media relations across 22 campuses for Rasmussen College's Ninth Annual Community Service Day
- Conducted research and created a video report on Generation Z's use of social media
- Interviewed former students and gathered testimonial quotes for use in web content

RAILBOX CONSULTING

Social Media Manager, Minneapolis, MN, December 2016-May 2017

- Created and managed content calendars for Facebook, Twitter, Instagram, Pinterest
- Revised and implemented company editorial strategy across all platforms
- Engaged in conversations with clients to highlight positive customer experience

MINNESOTA HISTORICAL SOCIETY

Social Media Intern, St. Paul, MN, September 2016-December 2016

- Developed content and wrote copy for the Education Department Twitter account
- Tracked social measurement and created weekly reports on key social metrics

DITECH FINANCIAL

Customer Experience Intern, St. Paul, MN, June 2016-August 2016

- Designed survey questionnaires, analyzed customer feedback, and reported findings
- Generated relevant content and wrote copy for 3 monthly newsletters
- Wrote copy and advised subsequent visual design for 2 informative YouTube videos

THE SOCIAL LIGHTS

Social Media Marketing Intern, Minneapolis, MN, January 2016-April 2016

- Executed clients' social media strategies by developing editorial calendars
- Conducted strategic research for clients and regularly reported findings
- Implemented, monitored, and reported on social media campaigns

REPUBLIC SERVICES

Marketing Intern, Inver Grove Heights, MN, May 2015-December 2015

- Launched 2 distinct quarterly newsletters designed to boost employee engagement
- Analyzed relationship between Net Promoter Score and pricing, making changes effectively leading to a 10% increase in Net Promoter Score

INTERNATIONAL EXPERIENCE

WWOOF PROGRAM: WILLING WORKERS ON ORGANIC FARMS

England, The Netherlands, France, Germany, September 2017-December 2017

IBUS 3080: SUSTAINABILITY IN BUSINESS

Costa Rica, January 2017