

Jessica Prather

Lake in the Hills, IL • (815) 323-2258 • lesi.Prather@gmail.com • Let's Connect: [linkedin.com/in/findjess](https://www.linkedin.com/in/findjess)

Professional Summary: Results-driven Digital Marketing Manager with a proven record of leading multi-channel campaigns that drive measurable engagement, revenue, and brand visibility. Skilled in B2B2C marketing strategy, performance analytics, and creative direction, with expertise spanning social media, e-commerce, paid media, and influencer programs. Recognized for building cross-departmental alignment and securing leadership buy-in to optimize marketing efforts and achieve organizational goals.

EDUCATION

Northern Illinois University | Bachelor of Arts, Psychology & Marketing, 2022

EXPERIENCE

DIGITAL MARKETING MANAGER

CAPELLA SOLUTIONS INC. - PROXL BRAND | SCHAUMBURG, IL | MAY 2025 - PRESENT

A global provider of automotive aerosol paints and refinishing products under the ProXL brand.

- Own strategic direction of US digital marketing, driving brand growth through integrated omnichannel campaigns across e-commerce, social media, paid media, and influencer activations.
- Developed and executed social media and paid ad strategies that increased engagement, strengthened brand visibility, and generated qualified leads.
- Optimized website SEO/SEM and Amazon listings, boosting organic visibility, conversion rates, and revenue through full-funnel optimization.
- Built and launched the US influencer marketing program, establishing scalable outreach, tiered incentives, and content guidelines.
- Directed ProXL's digital promotion for the 2025 SEMA Show, leading content strategy and online lead generation efforts.
- Partnered with UK leadership to align global brand voice and reporting while managing creative, analytics, and cross-channel operations.

MARKETING MANAGER

LEOPARDO CONSTRUCTION | CHICAGO, IL | OCTOBER 2022 - MARCH 2025

- Surpassed industry engagement rates across Facebook, Instagram, and LinkedIn by executing strategic daily content and user-generated campaigns, consistently positioning the company among the top five competitors in LinkedIn page growth.
- Led the strategic rollout of a digital business card platform, connecting in-person networking with the company's online presence to enhance user experience; collaborated cross-departmentally and secured leadership buy-in, achieving 80% employee adoption.

- Produced quarterly analytics reports on social media, internal communications, and competitor analysis to inform digital strategy and leadership decisions.
- Revitalized the Culture Committee and executed internal campaigns that enhanced employee engagement and brand advocacy, earning the 2024 Leopardo Spirit Award.

SOCIAL MEDIA SPECIALIST

MEDCOR | MCHENRY, IL | June 2021 - October 2022

Joined the company as an administrator in October 2020

- Coordinated content, analytic reports, and scheduling through Asana, Hubspot, and Linktree.
- Grew all platform impressions by 150% and post shares by 315% by turning internal SMEs into content creators in my first year.
- Increased posting frequency by 15% through streamlining the content calendar and project management process.
- Recognized by the board of directors for increasing the visibility of staff and company accomplishments on social media.
- Responsible for copywriting, design, and paid advertising for Medcor and its subsidiaries.

DIGITAL MARKETING INTERN

LOVELY CANDY COMPANY | ALGONQUIN, IL | MAY 2017 - JUL 2017

- Represented the brand and gathered leads at industry trade shows.
- Led social media strategy on Facebook, Instagram, and Twitter.
- Presented weekly social media analytic reports to owners.
- Designed WordPress blog and produced blog article content.
- Produced social media video content with the goal of positioning the brand for the aviation market.

MARKETING & SALES INTERN

SCOT FORGE | SPRING GROVE, IL | JUN 2014 - SEPT 2016

- Facilitated correspondence between the marketing department and SEO/SEM, video production, and advertising agencies.
- Analyzed customer survey insights for sales leadership.
- Charged design team and vendors to produce on-brand murals for corporate offices.
- Generated copy and storyboards for "success story" videos.
- Assisted the marketing team through a rebranding initiative.

SKILLS

[Monday.com](https://www.monday.com), Asana, Hubspot, SEMRush, LinkedIn Campaign Manager, Meta Suite, Adobe Illustrator, Google Analytics, Acrobat, Lightroom, Photoshop, Canva, marketing analytics, competitor analysis, reputation management, team leadership, marketing strategy, new technologies, Project Coordination, employee engagement, cross-departmental collaboration