

Jessica Prather

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Professional Summary: Accomplished Marketing professional with a proven track record of spearheading multi-channel campaigns, driving measurable audience growth, and leading impactful company-wide initiatives. Experienced in B2B2C marketing strategy, campaign development, performance reporting, and creative direction. Passionate about leveraging creativity and a people-first approach to optimize marketing efforts and align strategy with organizational goals.

EDUCATION

Bachelor of Arts, Psychology, Marketing Minor
Northern Illinois University
DeKalb, IL | Graduated 2022

EXPERIENCE

MARKETING MANAGER

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

- Awarded the 2024 Leopard Spirit Award, presented by the President, for exceptional enthusiasm, dependability, and work ethic.
- Revitalized the Culture Committee within 90 days, leading 40 employees across four offices to drive workplace inclusivity and engagement, earning recognition from the Executive Leadership Team.
- Produced quarterly reports on social media, internal communications, link attribution, and competitor analysis to inform marketing strategies.
- Led the company-wide rollout of a digital business card platform, achieving 70% employee adoption through strategic planning, training, and satisfaction surveys.
- Executed quarterly user-generated content campaigns that increased engagement and brand reach.
- Achieved 107% organic growth on Facebook, 380% organic growth on Instagram, and a top-five LinkedIn growth ranking, posting consistent daily content.
- Directed event merchandising and managed the company's online store, enhancing brand awareness.
- Trained internal teams on social media advocacy; utilized internal campaigns to promote user content.
- Positioned people, projects, and values at the center of our marketing messaging to create community.
- Responsible for internal communications by producing email newsletters, print materials, pop-up events, merchandise campaigns, and digital office advertisements.

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 satisfaction survey analytics through SurveyMonkey and provided 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

Marketing Tools: Asana, Hubspot, SEMRush, LinkedIn Campaign Manager, Meta Suite

Creative & Design Tools: Adobe Illustrator, InDesign, Acrobat, Lightroom, Photoshop, Canva

Reporting & Analytics: Marketing analytics, competitor analysis, reputation management

Team Leadership & Strategy: Culture leadership, new hire mentorship, marketing strategy

New Technologies: Implementation, internal training, and vendor onboarding

Project Coordination: Platform rollouts, internal collaboration, process improvement

Employee Engagement: Storytelling initiatives, employee feature campaigns, event planning