

Jaclyn Friedlander

jaclynfriedlander@gmail.com | (301) 955-6922 | [Who is Jaclyn?](#)

EDUCATION

COLLEGE OF CHARLESTON | School of Humanities and Social Science, Charleston, SC **Aug 2020 - May 2024**
B.A. in Communication | Minor in Marketing | GPA: 3.64/*cum laude* | President's & Dean's List, 4-year Merit Scholarship

AMERICAN INSTITUTE FOR FOREIGN STUDY | Florence, Italy **Jan 2023 – May 2023**
Academic study abroad program focused on marketing

- MKTG 350 Marketing of Wine, MKTG 364 Marketing of Italian Luxury Fashion, MKTG 340 Marketing Today's Fashion

EXPERIENCE

THE COMM AGENCY (Capstone) | Account Director, Charleston, SC **Aug 2023 – May 2024**

- Selected for executive leadership team of a student-run communication agency, supervised 20 peers.
- Marketing Account Director for 3 companies/clients based in Charleston.
- Developed GTM strategies and product launches for consumer and commercial businesses.
- Produced detailed insight reports and creative briefs, led weekly client meetings.
- Executed successful digital marketing campaigns, increasing overall engagement by 89%.

RAMY BROOK | Merchandising and Sales Intern, New York, NY **May 2023 – Sept 2023**

- Categorized 5,000+ item inventory and sales reports to generate pivot tables on Excel.
- Conducted competitive research to gather data and present to sales team, impacting 4 product lines.
- Assembled master calendar for 2024, streamlining communication across sales, production and design teams.
- Created and presented 2023 industry trend report to senior executives including CEO.

LAMBS AND DRAGONS | Communication and Marketing Intern, Charleston, SC **Aug 2022 – Jan 2023**

- Acted as liaison between CEO and production team to maintain organization of all projects.
- Played pivotal role in coordinating 7 artist partnerships and organizing collaborative efforts with manufacturers.
- Operated digital media platforms, overseeing content creation, messaging, curation, and scheduling.
- Applied SEO techniques, including keyword strategies, to improve online discoverability.

WEMOKE | Partnership and Marketing Intern, Charleston, SC **Jan 2022 – May 2022**

- Sourced, established, and managed a 1-year partnership agreement with The Charleston Place Hotel, a 5-star hotel.
- Designed and updated logo using Canva which was printed onto 15+ rental vehicles in Charleston.
- Managed 3 digital media campaigns on Instagram.

SASSE AGENCY | Marketing Intern, Washington, DC **May 2020 – Sept 2020**

- Established and managed 4 marketing campaigns on Facebook, Instagram, and X for clients.
- Drafted blog posts for client portfolios that contributed to an increase in website traffic by 28%.

CERTIFICATIONS/TECHNOLOGY

Meta Social Media Marketing - Coursera, 2024
The Fundamentals of Digital Marketing - Google Digital Garage, 2022
Microsoft Excel, PowerPoint, SEMrush, Canva, Monday.com, Wix, iMovie, Hootsuite

ORGANIZATIONS

CofC RHO LAMBDA | Leadership Honors Society, Charleston, SC **Dec 2023 – May 2024**
CofC PANHELLENIC ASSOCIATION | Recruitment Counselor, Charleston, SC **April 2023 – Oct 2023**
KAPPA ALPHA THETA – ZETA LAMBDA | Vice President, External Affairs, Charleston, SC **Dec 2021 – Jan 2022**
CHARLESTON MIRACLE NETWORK | Marketing Director, Charleston, SC **Nov 2021 – Mar 2022**