

JESSIE CARL

CONTENT MARKETING PROFESSIONAL

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Leader in building exciting, strategic partnerships with multiple nationally recognized brands. Passionate about combining data-driven insights with innovative storytelling to inspire audiences and deliver impactful brand results. Looking for a full-time position in a collaborative environment that values forward-thinking ideas and people-first principles.

PROFESSIONAL EXPERIENCE

Planters NUTmobile Marketing, Hormel Foods June 2024 - Present

- Led 130+ nationwide events for the iconic NUTmobile, “shelling out miles of smiles” by driving full-cycle event management - conducting market research, pitching and securing appearances, coordinating unique logistics, and leading on-site execution - to deliver standout brand activations from small-town shops to major stages like the Super Bowl.
- Proactively secured media coverage in 30+ markets, serving as an on-camera spokesperson in live TV interviews, digital features, and print articles.
- Revitalized social media channels through refreshed branding, collaborating with well-known influencers to accumulate over 2.2 million views on Instagram and TikTok.

Lead Brand Ambassador, Mustard Lane Sept 2021- June 2024

- Represented Bud Light at Lollapalooza by leading a team of ambassadors to deliver premium hospitality for 15 musical artists, engage thousands of attendees, and generate 3,000+ branded fan videos that amplified social media reach.
- Executed over a dozen events for San Pellegrino by fostering connections with key demographics through the James Beard Awards, earning top performer recognition.

Senior Camp Division Head, Cranbrook Theatre Schools June 2018-August 2021

- Identified gaps in programming and key strengths within the staff to develop a rigorous curriculum to ensure camper engagement was retained at 100%.
- Led and delegated camper activities over three separate campus locations, organizing the schedules of 1,200+ students each summer.
- Directed, coached, and staged a full-length musical each year that boosted student enrollment by 115%, positioning Cranbrook Theatre School as the top-registered program out of 18 summer offerings.

SKILLS

Street Team Marketing	Microsoft Office	Davinci Resolve/CapCut
Retail and Floor Sales	Google Suite	Canva

EDUCATION

Bachelor of Fine Arts in Musical Theatre 2017-2021

University of Northern Colorado

- Highest Distinction - 3.94 GPA

Content Marketing Certificate 2024

HubSpot Academy