

Jade Blanchard

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EDUCATION

Howard University, Washington, DC | GPA 3.6

- Major: Marketing
- Expected Graduation: May 2024

AIFS Study Abroad Program, London, United Kingdom; Paris, France; Florence, Italy; Milan, Italy | GPA 4.0

- Major: Fashion Marketing & Communications
- Graduation: July 2023

PROFESSIONAL EXPERIENCE

True Star Media Chicago, IL | *Content Curator* March 2021 - Present

- Launched bi-weekly fashion content, fostering awareness and driving engagement on the latest news and trends.
- Produced live, in-person content for True Star's annual From The Go Fest, showcasing artists, entrepreneurs, and the youth.
- Accelerated follower engagement by a click rate increase of 40 percent and viewership by 4,000 users.

Silver Affect Los Angeles, CA | *Social Media Marketing Intern* July 2023 - October 2023

- Compiled comprehensive market research to identify and craft 5 specific potential buyer personas for targeted outreach.
- Designed market-specific content calendars to effectively engage potential customers in each target market.
- Curated a targeted social media campaign showcasing brand products through video curation.

Steve Madden Retail Pop-Up Shop Bootcamp Washington, DC | *Retail Project Coordinator* September 2023

- Engaged in learning sessions to cultivate expertise in marketing, merchandise, and finance within the retail industry.
- Spearheaded the curation of a stylish merchandise collection featuring 32 silhouettes and 12 accessories, aligning with market trends.
- Coordinated with a team of 10 students for a successful high-impact pop-up shop, showcasing the brand to over 500 students.

NBA HBCU Fellow Milwaukee, WI | *Milwaukee Bucks Brand Marketing Intern* June 2022 - August 2022

- Directed ideation efforts and pioneered research for key theme nights, including Military Appreciation and HBCU Night.
- Unified with cross-functional planning teams, helping to present valuable insight and next steps in project management.
- Identified best practices across the sports industry to better facilitate giveaways, in-game offers, affinity groups, and contests.
- Served as a member of the BLACC (Black Leaders and Advocates Creating Change) and WIN (Women's Initiative Network) Employee Resource Groups, attended internal and community events, attained over 30 hours of service, and participated in courageous conversations to drive change in the workplace.

ON-CAMPUS ACTIVITIES

Zeta Phi Beta Sorority, Incorporated *Events Chair* April 2023 - Present

- Contributed to the campus and D.C. community through the pillars of service, scholarship, and sisterhood.
- Compiled event and service data, strategizing for year-end reports of impactful organizational contributions.

Black Retail Action Group (B.R.A.G) *Member* September 2021 - Present

- Leveraged connections with fashion and beauty corporations to increase industry knowledge.
- Engaged in workshops to see what it takes to become leaders in the fashion and beauty industry.

Showtime Marching Band Ooh La La! Dance Line *Dancer, Social Media Chair, Fundraising Chair* June 2020 - May 2023

- Contributed to the choreography of 12 halftime field shows for a team of 15 dancers.
- Acquired funding for a sustainable beauty business, ensuring long-term fundraising and targeted marketing success.

CERTIFICATIONS

Hubspot Academy : Social Media Marketing (10/23) | Social Media Marketing II (09/23)

SKILLS

Search Engine Optimization | Video Editing | Brand Development | Adaptability | Teamwork | Project Management