

JESSICA HAUERWAS

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Pronunciation: How-ur-vahs

A strategic marketing expert with extensive experience in B2B brand planning, brand messaging, marketing research, and team management.

PROFESSIONAL EXPERIENCE

LogoJET, Lafayette LA — *Marketing Manager*

AUGUST 2021-PRESENT

Responsible for creating, implementing, and managing marketing and branding initiatives that drive results for the company.

- Maintain and grow vendor/agency relationships
- Partner with sales team on initiatives
- Oversee internal and external campaigns
- Manage trade show planning, logistics, and execution
- Provide detailed reporting on results and ROI

brandRUSSO, Lafayette LA — *Director of Operations*

OCTOBER 2017 - JUNE 2021

- Developed business development growth strategy for agency
- Created, implemented, and oversaw all client workflows and project timelines
- Oversaw recruitment, onboarding, and training of new staff
- Oversaw internship program (over 10 students in addition to 12+ full time employees)
- Conducted bi-annual employee reviews
- Copywriting services for clients including blog writing, social media content, eBooks, email campaigns, brochure/collateral messaging, and editing

Bryson Law Firm, Lafayette LA — *Business to Business Liaison*

FEBRUARY 2015 - SEPTEMBER 2017

- Established professional relationships with legal and financial professionals to procure referrals
- Assisted in content creation for social media and monthly newsletters
- Media buying
- Led all intern training
- Established manual of standard operating procedures for the firm

Acadiana Center for the Arts (AcA) — *Marketing Coordinator*

JANUARY 2012 - FEBRUARY 2015

- Led promotion strategy for over 100 annual performances and events
- Executed public relations opportunities
- Content creation for donor initiatives and social media

EDUCATION

University of Louisiana at Lafayette, Lafayette LA

B.A. Public Relations

2010 - 2014

- Minor in Business Administration
- Member of the Collegiate Sales Competition Team
 - Placed top 10 of 250 competitors in the National Collegiate Sales Competition
 - Winner of Nicholls State Bayou Sales Competition

CIVIC ENGAGEMENT AND VOLUNTEERISM

- Current Board President for Downtown Lafayette Unlimited (DLU); Previously served as VP of Membership
- Current Member of the Lafayette ReEntry Coalition
- Leadership Lafayette Class XXXII Graduate (2019)
- Contributing writer for [Lafayette Mom Blog](#) (2021-current)