

Jermelle Matthews

Marketing & Program/Community Development Strategist

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Profile Summary

Results-driven professional with 12+ years of experience spanning EdTech, nonprofit, higher education, and cooperative extension. Skilled in program design, curriculum development, and community engagement as well as go-to-market strategy, campaign development, event coordination and digital communications. Proven success creating and scaling educational initiatives and delivering measurable impact. Adept at collaborating with schools, universities, nonprofits, and community stakeholders to elevate visibility, secure funding, and empower learners of all ages. Experienced in leading cross-functional teams, executing data-informed strategies, and managing multi-channel content that resonates with diverse audiences.

Experience

ParentSquare

Seasonal Support Agent (temporary)

Santa Barbara, CA (Remote)

05/2025-09/2025

- Delivered empathetic, solution-focused support to school staff and families via email, chat, and phone.
- Troubleshoot account and product issues, ensuring user satisfaction across communication channels.
- Partnered with internal teams to share insights, driving continuous improvements to the platform.

Boys & Girls Clubs of East Alabama

Part-Time Marketing & Social Media Coordinator

Auburn, AL

06/2023-07/2025

- Increased brand awareness and engagement through multi-channel campaigns, driving 20% follower growth and engagement lift.
- Produced and distributed monthly donor newsletters, boosting open/click-through rates by 14.5%.
- Owned all creative design and marketing strategy for the organization's largest annual fundraising event
- Developed SEO-optimized content, graphics, and pitch decks, ensuring alignment with donor and community goals.
- Built and maintained social calendars and daily content, optimizing scheduling and campaign reach.

K12 Stride

Product Marketing Manager, Career & College Prep

Reston, VA (Remote)

08/2023-01/2025

- Drove 28% higher conversions by optimizing web content strategy and GTM campaigns.
- Launched a student online community (20K+ students), boosting engagement by 15% in three months.
- Designed event graphics, reels, and campaigns for national career readiness initiatives.
- Collaborated with the corporate social team to amplify content across Facebook and Instagram.
- Achieved a 45% YoY rise in student participation in 3Es commitment announcement for post graduation.
- Produced creative briefs, promotional videos, and social copy to strengthen brand storytelling and recruitment efforts.

EVERFI, INC K12 Marketing & Communications

Community Impact Specialist

Washington D.C., MD (Remote)

10/2021-11/2022

- Revamped the Teacher Ambassador Community (TAC): grew membership 638%, designed branding suite, created membership structure, and scaled advocacy efforts.

- Served as interim Social Media Manager, producing content for Instagram, TikTok, and conferences.
- Directed Teacher Ambassador Summit (Scottsdale, AZ), generating a 45% online engagement increase.
- Developed scalable storytelling workflows for educator/student testimonials, enhancing PR and marketing campaigns.
- Managed influencer partnerships, social takeovers, and educator-led webinars, expanding EVERFI's digital footprint.
- Managed student scholarship programs with 2,000+ enrollments, streamlining the nomination, award, and storytelling process for maximum engagement.
- Supported 15+ conferences across multiple states, overseeing booth design, proposal submissions, and event logistics to maximize outreach and brand presence.

EVERFI, INC K12 Schools Team
Implementation Specialist

Washington D.C., MD (Remote)
09/2018-10/2021

- Managed a \$4M+ book of business across Alabama, supporting 100+ classrooms with course adoption and training.
- Conducted 50+ in-person and virtual trainings, boosting educator confidence and student usage.
- Strengthened district partnerships, aligning with education standards to ensure compliance and adoption.

Auburn University, Office of University Scholarships
Advisor/Instructor

Auburn, AL
01/2016-09/2018

- Taught first-year seminar on financial literacy, career exploration, and student success.
- Administered scholarship programs, ensuring compliance with state/federal regulations.
- Represented the university at recruitment events, promoting financial aid access.

Tuskegee University Cooperative Extension
Youth County Extension Agent / Grant Project Coordinator

Tuskegee, AL
07/2011-08/2017

- Chaired Youth Empowerment Summit (250+ students annually).
- Built and sustained county- and state-level partnerships to deliver educational programs.
- Secured funding and resources to expand youth leadership and experiential learning initiatives.
- Supervised and mentored a graduate student and multiple work-study students, providing hands-on training in program planning, facilitation, and reporting.

Additional Consulting Roles

Rural Health Medical Program, INC.
Marketing Specialist & Graphic Designer

Selma, AL (Remote)
2023-present

Gabbie's Residential Care
Website Manager & Social Media Coordinator

Montgomery, AL (Remote)
2020-2024

Prestige Consultancy LLC
Marketing Director

Selma, AL (Remote)
2023-2024

Education

Doctor of Philosophy in Adult Education
Education Specialist (EdS) in Adult Education
Graduate Certificate in Community Education

Auburn University (ABD)
Auburn University Fall 2015
Auburn University Fall 2015

Key Achievements

Teacher Ambassador Program – Rebuilt community framework, scaled membership by **638%**, and launched branded assets to establish educator advocacy at scale.

Career & College Prep Events – Standardized event planning, increasing partner engagement **12%** and student participation **45% YoY**.

Storytelling Database – Designed a scalable system for sourcing teacher/student success stories, improving PR, social, and sales enablement.

Skills

Content & Design	Canva, WordPress
Email Marketing & Automation	Mailchimp, HubSpot
Social Media Management	Sprout Social, Hootsuite
CRM & Customer Support	Salesforce, ZenDesk, Airtable
Project & Workflow Management	Monday.com
Collaboration & Productivity	Google Suite, Microsoft 365, Slack