

# Jermelle Matthews

## Marketing Professional | Project Management

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### Profile Summary

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Results-driven marketing professional with expertise in go-to-market strategy, content creation/graphic design, and audience engagement. Skilled in developing impactful marketing campaigns across digital and social platforms to drive brand awareness and achieve business objectives. Experienced in leading cross-functional teams, executing data-informed strategies, and managing multi-channel content that resonates with diverse audiences. Adept at balancing multiple projects in dynamic environments to deliver timely, effective marketing solutions.

### Experience

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#### Boys & Girls Clubs of East Alabama, AL

*Part-Time Marketing & Social Media Coordinator*

**Auburn, AL**

06/2023-present

- Increase brand awareness and engagement by developing and executing data-driven social media and marketing campaigns, resulting in a measurable increase in follower growth and audience interactions.
- Managed and published daily content across multiple social media platforms, ensuring alignment with organizational goals, leading to a 20% increase in engagement rates.
- Created and maintained content calendars to optimize posting schedules and campaign timelines, improving content consistency and reach.
- Identify and leverage engagement opportunities, enhancing brand presence and community involvement across clubhouses, members, parents, and donors.
- Produced a monthly newsletter, enhancing donor communication and retention, contributing to a 14.5% increase in open and click-through rates.

#### K12 Stride

*Product Marketing Manager, Career & College Prep*

**Reston, VA (Remote)**

08/2023-01/2025

- Optimized content strategy across Stride's web assets, driving a 28% increase in conversion rates through data-driven adjustments.
- Led go-to-market (GTM) strategies for career and college prep programs, contributing to a 25% rise in high school enrollments within target demographics.
- Launched a high school online community with 20K+ students, boosting engagement metrics by 15% in the first three months.
- Developed a Career & College Prep toolkit, increasing event attendance by 20% through enhanced local marketing support.
- Directed national career and college exploration events, driving a 45% YoY increase in student participation.
- Increased student submissions for the 3Es Signing Day by 65% YoY, amplifying visibility for student achievements in employment, enlistment, and education.
- Streamlined internal processes with structured dashboards and resources, reducing team response time by 20%.

#### EVERFI, INC K12 Marketing & Communications

*Community Impact Specialist*

**Washington D.C., MD (Remote)**

10/2021-11/2022

- Expanded Teacher Ambassador Community (TAC) membership by 638%, growing from 15 to over 100 active educators, strengthening customer advocacy.
- Increased teacher platform usage by 10-15% by leading presentations at national, regional, and local conferences.

- Drove enterprise upsell opportunities by planning and executing the Teacher Ambassador Summit in Scottsdale.
- Managed student scholarship programs with 2,000+ enrollments, streamlining the nomination, award, and storytelling process for maximum engagement.
- Curated and optimized 50+ teacher and student testimonials, leveraging them for sponsorships, social media, and public relations to enhance brand credibility.
- 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 the state of Alabama, supporting districts to drive course adoption and engagement.
- Increased course adoption in 100+ K-12 classrooms, providing in-person and virtual training to enhance educator and student success.
- Traveled to 50+ schools and districts to mentor educators on course implementation, boosting user confidence and retention.
- Strengthened partnerships with school leaders, principals, and teachers, ensuring sustained engagement and successful program execution.
- Achieved partnership goals by leading professional development and district-wide activations, resulting in higher utilization of EVERFI's K-12 resources.
- Collaborated with top 500 school districts and state education departments to align courses with state standards, ensuring compliance and relevancy.
- Tracked and optimized customer success metrics with Account Managers, leveraging data insights to enhance service delivery and user satisfaction.

#### **Auburn University, Office of University Scholarships**

*Advisor/Instructor*

**Auburn, AL**

01/2016-09/2018

- Managed and maintained 100+ scholarship records daily, ensuring accuracy in applicant data, awards, and agreements while representing the university at internal and external events.
- Provided scholarship guidance to over 2,000 prospective and current students, delivering personalized consultations to improve access to financial aid and support informed decision-making.
- Led financial literacy initiatives and scholarship workshops, equipping students and families with critical knowledge on tuition, loans, and budgeting.
- Developed data-driven reports and analyses, assessing scholarship distribution trends and program effectiveness to enhance strategic decision-making.
- Strengthened relationships with high schools, community organizations, and university stakeholders, increasing awareness of financial aid opportunities and streamlining the application process.
- Ensured compliance with FERPA and federal regulations, maintaining student data privacy and upholding institutional standards in scholarship administration.

#### **Tuskegee University Cooperative Extension**

*Youth County Extension Agent | Grant Project Coordinator*

**Tuskegee, AL**

07/2011-08/2017

- Chaired and executed the annual Youth Empowerment Summit, engaging over 250 middle and high school students from Black Belt counties in a 2-day immersive conference focused on experiential learning, leadership development, and hands-on workshops.

- Coordinated the George Washington Carver Society Oratorical Competition & Awards Ceremony, overseeing logistics and outreach for 20–45 student participants annually, recognizing excellence in public speaking and critical thinking.
- Established and nurtured cross-sector partnerships at the county, state, and university levels to support the consistent delivery of monthly educational programs and experiential learning activities.
- Streamlined communication efforts, ensuring timely dissemination of information to advisory board councils, community stakeholders, and local partners to maintain transparency and encourage collaboration.
- Secured county-level funding and in-kind resources to support the launch and sustainability of multiple youth and community-based initiatives.
- Collaborated with Extension personnel and researchers at Tuskegee University and statewide land-grant institutions to implement research-based programs that directly address the needs of persistent poverty counties in the Black Belt region of Alabama.

## Additional Career Experience

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<b>Gabbie’s Residential Care</b> <i>Community Impact Specialist/Website Manager</i>	<b>Montgomery, AL (Remote)</b> 2020-2024
<b>Rural Health Medical Program, INC</b> <i>Marketing Specialist (contractor)</i>	<b>Selma, AL (Remote)</b> 2023-present
<b>Prestige Consultancy LLC</b> <i>Marketing Director (contractor)</i>	<b>Selma, AL (Remote)</b> 2023-2024

## Education

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Doctor of Philosophy in Adult Education	Auburn University (ABD)
Education Specialist (EdS) in Adult Education	Auburn University Fall 2015
Graduate Certificate in Community Education	Auburn University Fall 2015
Master of Education in Instructional Technology	Auburn University Montgomery Summer 2013
Bachelors in Mass Communications/Radio-TV-Film	Auburn University Fall 2009

## Key Achievements

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<b>Optimized Career &amp; College Prep Events</b> – Developed a standardized event and webinar planning framework, streamlining the coordination process and increasing partnership engagement by 12%, enhancing program accessibility and virtual experience impact.	<b>Built Teacher Ambassador Community Framework</b> – Designed and implemented the entire membership structure, application process, and monitoring system, growing educator participation by 638% and strengthening customer advocacy.	<b>Developed Storytelling Database Workflow</b> – Created a scalable database system for collecting and organizing educator and student success stories, improving marketing and sales enablement efforts while enhancing brand credibility.
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## Skills

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Canva    Salesforce    Sprout    Hootsuite    Airtable    Wordpress    Google Suite    Microsoft    Slack    Monday.com