

# JASSMIN YALLEY

## INTEGRATED MARKETING SPECIALIST

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🌐 JassminYalley.com

MARKETING PROFESSIONAL  
WELL-VERSED IN EXPERIENTIAL  
ACTIVATIONS AND DIGITAL BRAND  
STRATEGY.

A CAREER CONSISTENT IN  
LEADING TEAMS, COLLABORATING  
WITH CROSS FUNCTIONAL PARTNERS  
AND TAKING INITIATIVE, IN ORDER  
TO SUCCESSFULLY PRODUCE  
DIGITAL AND EXPERIENTIAL  
CAMPAIGNS.

### SKILLS

International Work Experience

Spanish • Advanced written, oral,  
and reading comprehension

Adobe Creative Suite • Bridge,  
Photoshop, Omniture

Social Media Management  
Software • Percolate, Social  
Studio, Sprinklr

### EDUCATION

PACE UNIVERSITY  
NEW YORK CITY  
International Management, BBA

## PROFESSIONAL EXPERIENCE

**CONTENT PRODUCER** • NEW YORK CITY • APRIL 2020 – CURRENT

Bogner • Extra • Freelance

- Lead the development, ideation, and strategic thinking of go to market digital strategies and content production for over 6 figures worth of digital business for clients and external partners.
- Collaborate with cross-functional counterparts to brainstorm in-store activation concepts; lead the creation, organization, and dissemination marketing materials, inclusive of packages, one-sheets, insight material and case studies.
- Develop, present, and execute multi-market programs to c-level executives while leveraging media platforms, social media, outdoor, and commercial broadcasting

**INTEGRATED PRODUCER** • NEW YORK CITY • SYDNEY • MAY 2018 – MARCH 2020

19<sup>th</sup> & Park • Our Friends Electric

- Facilitated creative brainstorming and presentation sessions with internal teams and partners to conceptualize photo shoots, branded video content, events, consumer activations, and short form content for branded partnerships.
- Managed a team of producers, production managers and coordinators, while working closely with creative teams and talent to develop and execute live and digital events.
- Assumed pre- and post-production responsibilities, including, but not exclusive to developing tailored proposals, managing seven figure budgets, and organizing schedules for all employees and vendors.

**MARKETING MANAGER** • NEW YORK CITY • DECEMBER 2015 – JULY 2018

Gap Inc. – Social & Digital Experience

- Worked directly with the creative team to ideate and conceptualized social digital content for organic and paid media channels. Managed cadence and scheduled day-to-day content for organic social media platforms.
- Monitored and reported on audience engagement, customer service response rate and quality to optimize social reach and experience. Created social brand guidelines which were implemented throughout the global Gap network.

Gap Inc. – Experiential Marketing & Partnerships

- Facilitated production of live events for new store openings, including, brief and budget development to on-site execution and formal result reporting.
- Worked closely with Senior Director and Creative Art Director to develop and implement engaging events that spoke to the evolution of Gap's brand voice.

Gap Inc. – Operations & Logistics

- Implemented a window bank specific cost-saving initiative that resulted in a 41% reduction of unused window marketing collateral for over 350 North American Gap Stores & Outlets.
- Facilitated the development of web-based data management platform, Crosscap, using SCRUM framework to create a user-friendly experience and end user communication