

Jennifer Dilone

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Education:

University of Baltimore - Merrick School of Business, Baltimore, MD

Bachelor of Science in Business Administration–Specialization in Marketing | Fall 2015 - Fall 2017

- Mu Kappa Tau (National Marketing Honors Society)
- Helen P. Denit Honors Program
- The National Society of Leadership and Success

Montgomery College, Germantown, Fall 2012 – Spring 2015

- Associate of Arts in General Studies– Specialization in Business Administration

Experience:

Student Events Board, Baltimore, MD

Social Media Manager | April 2016 – October 2016

- Manage and create content for 4 social media channels and ensure accounts are active
- Develop social media initiatives with a strong focus on supporting engagement of the University of Baltimore community, raise awareness of upcoming events, and respond to questions or feedback

Event Manager | November 2015 – April 2016

- Planned social and educational campus events to provide a sense of community and belonging, negotiated vendor contracts ranging from \$2,500 to \$6,000 and finalized agreements with outside parties. In addition, oversaw marketing strategies and ensured assigned events aligned with a budget.

On The Marc Media, Rockville, MD

Public Relations and Social Media Intern | August 2016 – December 2016

- Assist in the planning and execution of short-term strategy for clients, draft succinct copy for blogs, new releases, pitches and other written content. Monitor and analyze performance of client websites, social media accounts, advertisements and email campaigns. Produce written and multimedia content for On The Marc Media's blog and social media accounts.

Staples, Gaithersburg, MD

Print and Marketing Associate | August 2016 – November 2019

- Responsible for cultivating relationships with clients, specifically small businesses, that result in the opportunity to assess and provide print and marketing solutions that exceed their needs. Tasked with managing multiple and competing priorities while providing outstanding consultative interaction, producing top quality finished products and establishing an opportunity to build future business with the clients..

Print and Marketing Supervisor | November 2019 – Present

- Drive profitable sales growth through team development, quality production and operational effectiveness.
- Responsible for creating and maintaining a successful Inspired Selling culture that is committed to delivering results by providing solutions to clients by managing relationships. Also, accountable for achieving key metrics to include profitable sales and margin, client satisfaction (including quality production), associate satisfaction and turnover reduction.
- Run a profitable, efficient and effective sales operation through effective people management.

Certifications: Notary Public | State of Maryland

Technological Skills: Fluent in Spanish and English • Hands-on experience using social media websites • Well versed in Microsoft Office • Salesforce • Mintel • IBISworld • Google Analytics

Core Competencies: Strong leadership, problem-solving, teamwork, time management, communication and analytical skills.