

JACQUELYN CARTER

CONTACT

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www.jacquelyn-carter.com 

EDUCATION

B.A. Advertising

B.A. Public Relations

Marquette University

2018-2021

SKILLS

Adobe Creative Suite

Microsoft Office

Meta Ads Manager

Google Ads

Social Media Management

DSLR Operation

Elementor / Wordpress

Hootsuite

Constant Contact

REFERENCES

London Edwards

Account Director | Cryder Marketing

london@gocryder.com

Charlie Larson

VP Comm. | Milwaukee Admirals

clarson@milwaukeeadmirals.com

PROFESSIONAL EXPERIENCE

Digital Media Specialist | 4media group

Bentonville, AR | 2025 - Present

- Setup, oversee, and manage digital campaigns: monitoring delivery, tracking optimization, and escalating issues.
- Generate reports at a consistent cadence for multiple clients.
- Serve as an expert in digital advertising tactics including native articles, Google SEM, Meta, YouTube, LinkedIn, and programmatic.
- Leverage media channels such as paid search, paid social, display, video ads, and mobile advertising tactics to drive client success.
- Forecast projected KPIs to complement client objectives and agency strategy.

Account Executive | Cryder Marketing

Oklahoma City, OK | 2024 - 2025

- Managed project timelines and client workflow within the agency.
- Designed and managed paid social campaigns through Meta for multiple clients.
- Streamlined communication between clients and agency employees to ensure deliverables exceed client expectations.
- Created content calendars in Soci for multiple accounts.
- Implemented email marketing strategies in Patch Retention.

Assistant Director of Media | Camp Ozark

Houston, TX | 2022 - 2024

- Managed and created all content using the Adobe Creative Suite for multiple Camp Ozark social media accounts.
- Used WordPress and Elementor to build campozark.com/international.
- Designed and managed all paid social campaigns using Meta Ads Manager.
- Trained, led, and managed a team of 10-12 college-aged photographers to ensure full coverage of thousands of children.
- Led the process from start to finish of organizing, capturing, and editing formal cabin pictures for ~250 cabins of children.
- Captured and edited portraits of ~800 staff members and ~7,000 children.

Social Media and Communications Intern | Milwaukee Admirals

Milwaukee, WI | 2021 - 2022

- Grew the Admirals' TikTok by 15K over a three-month period.
- Assisted in managing all Admirals social media channels.
- Worked directly with Admirals players to promote their personal and team brands.
- Assisted in photo and video sessions with players, coaches, and fans.
- Photographed practice, player arrivals, and promotional theme nights.