

Jessica Pupillo

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I am a hardworking individual interested in using my unique skills and experiences to assist companies in their marketing and publicity efforts.

Experience

Freelance Marketing and Publicity Assistant

Various Authors & Publishers (The Well Bred Book, Maureen J. Connolly, Anthony Mora, etc.)

July 2019 - Present

- Create content, schedule posts, and help run various authors' social media accounts
- Research and contact potential influencers
- Do various other tasks to help boost an author's following including creating giveaways, press releases, and various marketing materials

Sales & Marketing Assistant

TuffWrap Installations

March 2020 - March 2020

- Worked on the layout and content for newsletters, blog/news posts, & webinars
- Designed social media posts in Adobe Photoshop
- Researched possible clients and contact information for sales team members

Publicity and Marketing Intern

Quirk Books

October 2018- April 2019

- Sent out daily and weekly status reports with Quirk Books news & update database
- Mailed advanced reader copies of books, finished copies of books, and swag
- Created marketing plans, influencer lists, blurb reports, press releases, etc.

WALES Consultant

Bloomsburg University Writing and Literacy Engagement Studio

January 2017- May 2018

- Helped students in editing their papers
- Scheduled appointments using Google Calendar and answered phone calls
- Helped promote the Writing and Literacy Engagement Studio through semester projects

Summer Intern

Creative Media Agency, Inc.

May 2017-August 2017

- Read manuscripts/chapter samples and wrote reader reports
- Wrote pitch letters, editorial letters, and client press kits
- Helped with publicity and social media content for CMA President

Author Assistant (Part Time)

Ursula LeCoeur

January 2015- August 2017

- Assisted author Mary Scully in book promotion, editing, social media presence
- Used Facebook, Instagram, Mail Chimp, Pinterest, and Twitter to help promote Ursula LeCoeur
- Discovered book promotional opportunities for Ursula LeCoeur including author signings and book blogs

Skills and Abilities

Skilled in Microsoft Word, Excel, PowerPoint, Outlook, Publisher, MailChimp, WordPress, Google Docs, Cision, Canva, Asana, Adobe InDesign, Adobe Photoshop, and Adobe Premiere Pro

Proficient in Twitter, Facebook, Instagram, Pinterest, & Snapchat

Book Blog: <http://books4jessica.wordpress.com/>

LinkedIn: <https://www.linkedin.com/in/jessicapupillo/>

Education

Bloomsburg University of Pennsylvania, Bloomsburg, PA

Class of 2018

B.A. In Mass Communications

Leadership and Additional Experiences

- **Montgazette Editorial Assistant**
- **Marketing Manager of Her Campus: Bloom U Chapter**
- **Entangled Publishing Remote Intern**