

Jennifer Hollingsworth

Digital Marketing

CONTACT

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United States, Waukesha, WI 53188

EDUCATION

Google Digital Marketing & E-Commerce Professional Certificate

Coursera, Completed January 2024

Bachelor of Arts in Communication

University of Wisconsin–Milwaukee, Graduated 2013

Certifications

- Google Analytics for Beginners – Google, 2025
- HubSpot Content Marketing Certification – HubSpot Academy, 2024

LINKS

Portfolio: jhollingsworthportfolio.com

LinkedIn.com/in/jhollingsworth

PROFESSIONAL SUMMARY

Resourceful and detail-driven professional with over experience in administrative coordination, client relations, and operations support. Now transitioning into digital marketing, leveraging strong communication skills, data awareness, and creativity to support brand growth and customer engagement.

RELEVANT EXPERIENCE

Marketing Communication

- Managed company-wide scheduling and event promotion through Google Calendar and Mailchimp.
- Volunteered to assist marketing team at Baird with campaign research and copy reviews.
- Built a professional portfolio including blog content, social media posts, and product writeups using Canva and WordPress.

Customer-Facing

- Handled sensitive information and communications with discretion.
- Trained 5+ new hires and created onboarding documents.
- Acted as a liaison between departments, vendors, and clients—often resolving issues independently.

Office Administration

- Coordinated internal logistics for training sessions.
- Led documentation efforts for standard operating procedures.

EXPERIENCE

Administrative Associate2017 - 2025

Froedtert Health, Milwaukee, WI

Administrative Assistant2014 - 2017

GE Healthcare, Waukesha, WI

SKILLS

Content Creation & Editing★★★★★

CRM Tools (Salesforce, HubSpot)★★★★★

Social Media Management★★★★★

Analytics & SEO Fundamentals★★★★★