

TESS JUTRAS

BRAND & CONTENT MARKETER

Boston, MA | tessjutrass@gmail.com | (802) 825-1350

WORK HISTORY

Marketing Manager — Vanguard Renewables (December 2021-April 2026)

Previously: Marketing & Communications Assistant (2021-2022) • Senior Marketing Associate (2022-2024)

- Grew LinkedIn audience by over 360% through consistent content strategy and community engagement
- Independently designed branded materials across print and digital including customer-facing collateral, advertisements, merchandise, and national fleet vehicle graphics and equipment
- Drove website redesign and ongoing optimization, increasing traffic year-over-year
- Collaborated with a global branding agency on full company rebrand following acquisition, overseeing brand identity, messaging, and rollout across all channels
- Coordinated and staffed major industry trade shows, managing logistics, booth design, and materials while representing the brand on the floor
- Supported executive, sales, and internal teams on presentations, investor due diligence, sales enablement materials, internal communications, email marketing, and client communications
- Oversaw budget and managed relationships with freelance designers, agencies, photographers, and other vendors

Marketing & Special Events Coordinator — The Smoke Shop BBQ (April 2019–December 2021)

- Managed content creation and publishing across social media, e-newsletters, website, and third-party profiles and listings
- Achieved 75% growth in Instagram followers and over 100% growth in email subscribers with a 30% average open rate
- Designed and developed campaigns, menus, merchandise, event materials, and marketing materials
- Orchestrated promotion, setup, and execution of all in-house events and pop-ups
- Redesigned and relaunched the brand's website and online store in Winter 2021

Social Media Manager — Roxy's Grilled Cheese (June 2018–April 2019)

- Managed social media accounts, monthly newsletters, and website design and maintenance
- Developed social media campaigns and giveaways to increase engagement, including graphic design and original photography

Earlier Experience in PR & Communications (September 2016–December 2018)

- Internships with All Heart PR, Conventures, Image Unlimited Communications, Food Truck Festivals of America, and Gourmet Boutique

SKILLS & SOFTWARE — DIGITAL MARKETING, GRAPHIC & WEB DESIGN, COPYWRITING, EVENTS

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| • Social Media Management | • Hootsuite and Sprout Social | • WordPress, Squarespace, |
| • Microsoft and Google Suites | • Hubspot, Constant Contact, | DatoCMS, Netlify |
| • Google Ads and Analytics | Mailchimp | • Photo/Video Editing |
| • Adobe Creative Suite | • Canva | • Teamwork, Monday |

EDUCATION

B.S. in Communication, Emphasis in Public Relations — Boston University (Cum Laude, 2015-2019)