

Jacqueline Colt

MARKETING SPECIALIST

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LINKS

- [Portfolio](#)
- [LinkedIn](#)

SKILLS

- Digital Marketing
- Market Research & Analysis
- Brand Development
- Content Creation
- Social Media Management
- SEO/SEM Strategies
- Project Management

KEYWORDS

Search Engine Optimization (SEO), Website Traffic Analysis, Google Analytics, Data-Driven Marketing, Marketing Performance Analysis, A/B Testing, Copywriting & Editing, Call-to-Action (CTA) Optimization, Blog Writing, Editing, Technical Copywriting, Product Descriptions, Content Development, Storytelling Marketing, Pay-Per-Click (PPC) Advertising, Lead Generation Strategies, Sales Funnel Optimization, CRM & Email Automation (Drip, HubSpot, etc.), Audience Targeting & Segmentation, Shopify & E-Commerce Strategy, Home Depot Vendor Marketing, B2C & B2B Marketing, Event Planning, Product Launch Strategy, Amazon & Marketplace Optimization, Google Ads, Meta Business Suite, TikTok Ads Manager, Google Analytics, Shopify, NetSuite, Drip (Email Automation), CRM & Marketing Automation, Promotional Marketing

EDUCATION

- Western Governors University / Bachelor of Science in Marketing / 2025
- Riverton High School / High School Diploma / 2011

EXPERIENCE

Senior Copywriter & Marketing Specialist / Krosswood Doors April 2022 to May 2025

- Developed digital campaign and sales funnel optimization strategies that positioned Krosswood Doors as Home Depot's top-selling wood door brand in 2023 and Krosswood's most profitable year in history in 2024.
- Led a 2024 product launch campaign through targeted keywords, graphics, emails, and social media campaigns, resulting in sales surpassing projections by 625%.
- Created engaging story-based copy, graphics, and videos for email campaigns, advertisements, blogs, infographics, and social media content using Adobe Creative Suite and Canva.
- Leveraged Google Ads research and a partnership with Home Depot to optimize product listings using organic SEO keywords, steadily increasing sales since Q2 2022 through improved search rankings.
- Planned paid digital ad platforms (Google Ads, Meta, TikTok, Google, etc.), tracking performance and refining strategies to maximize ROI.
- Planned both in-person and virtual marketing events, including the design of print and digital collateral tailored to segmented audience needs.
- Conducted target audience research to inform campaign messaging and launched paid ad strategies across Google and Meta platforms, driving a significant increase in qualified leads and engagement.

Scholarship Specialist II / Western Governors University September 2017 to November 2021

- Facilitated efforts as a Financial Support Fund Committee member to allocate millions in scholarships to a diverse range of students from various socioeconomic and cultural backgrounds, ensuring equitable access to financial aid.

HONORS AND CERTIFICATES

- WGU Excellence Award in Content Marketing / 2024
- WGU Excellence Award in Business Environment Applications / 2023
- People School Graduate / 2022
- Riverton High School National Honor Society / 2009 to 2011
- Riverton High School Academic Merit Award / 2011

- Conducted in-depth student interviews to evaluate scholarship eligibility based on financial, familial, health, disability, and debt background.
- Investigated and resolved discrepancies for scholarships, Title IV Federal Funding, and student payments to ensure accurate accounts receivable and accounts payable balancing.
- Audited financial records, analyzed funding allocations, and generated reports to ensure compliance with federal regulations. Proactively reached out to students at risk of withdrawal to provide payment plan options and financial assistance.
- Reviewed and reconciled accounts receivable records, audited annual 1098-T tax forms, and generated financial reports to ensure compliance and accuracy across accounting systems.

Copywriter / KNS International October 2016 to September 2017

- Created compelling product descriptions, headlines, and marketing copy for multiple retail e-commerce platforms to drive engagement and conversions.
- Analyzed SEO keyword trends using Google Ads to enhance search rankings. Conducted in-depth research on product features and benefits to craft persuasive messaging.
- Reviewed and edited copy for grammar, spelling, punctuation, and style consistency, ensuring alignment with brand voice.

Licensed Insurance Agent / Four Seasons Insurance Agency March 2015 to October 2016

- Provided insurance quotes, educated clients on coverage options, processed policy changes and renewals, created complex quotes, wrote policy contracts, and ensured compliance with industry regulations.
- Regularly exceeded sales targets through inbound and outbound sales strategies.
- Trained new employees on client and multiple vendor CRM software.

Medical Billing Specialist / Abeo Management Corporation October 2013 to March 2015

- Processed anesthesiology claims, communicated with patients, reviewed medical coding for errors, and investigated and appealed claims.
- Collected payments and maintained records using EHR and CRM systems.