

Jade Eggleston (she/her)

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EDUCATION

Cornell University, SC Johnson College of Business

Bachelor of Science in Applied Economics and Management

Double Major: *Bachelor of Science in Information Science*

Concentrations: Marketing, UX Design | Honors: Dean's List, Magna cum laude

Coursework: Digital Marketing, Customer Analytics, Statistics, Spreadsheet Modeling, Digital Product & Web Design

Ithaca, NY

Graduated: May 2024

GPA: 3.88/4.0

RELEVANT EXPERIENCE

SmileDirectClub

Paid Media Intern

New York, NY

May 2023 – Aug 2023

- Managed ad trafficking for TikTok, Snapchat, and Meta global campaigns, optimizing delivery for 50+ ad sets
- Developed Excel pivot tables to compare weekly CPS (cost per sale) of ad assets to evergreen campaign average, reducing analysis time by 30%; presented data visualizations and creative fatigue insights to VP of Paid Media
- Created a media plan deck outlining objectives, budget, audiences, and creative needs for an oral care launch campaign
- Analyzed 100+ top and bottom performing ads in Meta Ads Manager, identifying key features (e.g., tone, copy, music) of top-performing creatives to provide feedback to content vendors

WebMD (Medscape)

Marketing Analytics Intern

New York, NY

Jun 2022 – May 2023

- Organized Salesforce CRM email studio data in Excel to calculate 2022 newsletter click-through-rate benchmarks; analyzed weekly newsletter performance and reported top performing articles to the editorial team
- Curated articles for Meta Ads Manager campaigns, resulting in 26% increase in unique website visitors
- Designed an Adobe Analytics dashboard to display user click paths from paid traffic channels on desktop and mobile
- Researched 15+ medical publishers; outlined new products, content, and marketing initiatives for senior management

AI-Learners

Marketing Specialist

Ithaca, NY

Jun 2021 – Jan 2022

- Collaborated on customer discovery, outreach, and social media projects at an ed-tech start-up that develops accessible math games for students with disabilities, contributing to a 20% increase in community engagement
- Designed ads, target demographics, and A/B tests for Meta promotions, resulting in 30,000+ people reached
- Planned and executed monthly social media content calendars, crafting posts using Figma and Adobe Premiere Pro

Cornell University Dyson School

Teaching Assistant, AEM 2400 (Marketing)

Ithaca, NY

Sept 2021 – May 2024

- Wrote exam questions to assess students on material, such as STP, market research, consumer behavior, and SEO
 - Directed weekly office hours; coordinated with other TAs to monitor the course email and deliver consistent replies
 - Optimized extra credit tracking system in student Excel sheet by writing logical and lookup functions
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ACTIVITIES

Cornell Marketing Consulting

Project Manager

Ithaca, NY

Nov 2020 – Jun 2022

- Led 6 consultants to research and ideate licensing opportunities for the Paramount Global consumer products division
 - Composed a report on food and beauty licensing partnerships from major industry competitors; evaluated the strengths, weaknesses, and trends in competitor campaigns to conceptualize 16 white space partnership ideas
 - Presented final research insights and partnership mockups to Paramount advisor and consumer products team
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SKILLS & INTERESTS

- **Certifications:** Google Ads Search Certification (issued Dec 2024)
- **Technical Skills:** Microsoft Word, PowerPoint, and Excel; Google Docs, Slides, and Sheets; Figma; Canva; Adobe Analytics; Salesforce Marketing Cloud; Tableau; Meta Ads Manager; Python; HTML; CSS; JavaScript; SQL; R
- **Interests:** Tennis; Cooking; Origami; Contemporary Novels; Travel; Thrifting; NYT Wordle and Mini Crossword