

Jessica Lux

Digital Media, Web Design & Social Media Marketing Specialist

I am an operations professional with 5 years of experience in branding, content creation, marketing, and program development. Skilled in social media strategy, graphic design, and digital marketing to enhance brand visibility and engagement. Proficient in Martech, EZ Fair, and social post performance tracking. Organized, adaptable, and strong in time management and problem-solving. I have recently graduated with a Bachelor's in Digital Media from the University of Central Florida.

EXPERIENCE

DIGITAL MARKETING SPECIALIST

LUXE MOBILE RENTALS

May 2025 – Present

I've developed and executed a comprehensive digital marketing strategy for Luxe Mobile Rentals, which includes social media management across Facebook, Instagram, and TikTok. I've created and curated engaging content, managed email marketing campaigns, and conducted detailed analytic reporting to inform future marketing strategies.

DIGITAL MARKETING SPECIALIST

FIRST CALL COACH, LLC

April 2025 – Present

I'm responsible for managing social media presence on Instagram, LinkedIn, and Facebook, developing creative content, and ensuring all platforms reflect our brand and objectives. I plan content schedules, design eye-catching graphics, and execute social media strategies to boost engagement and promote their services. Additionally, I support email marketing efforts to grow and engage the company's audience.

SOCIAL MEDIA MARKETING MANAGER

LEE COUNTY FAIR ASSOCIATION

April 2025 – July 2025

I was responsible for managing the fair's social media presence, developing creative content, and ensuring all platforms reflect the event's branding and goals. I focused on planning content schedules, designed eye-catching graphics, and executed social media strategies to boost engagement, promote events, and connect with the local community.

NATURE CENTER NATURALISH (SEASONAL)

WOODHAVEN LAKES

June 2020 – Present

Create and manage social media content to engage visitors. Develop and lead educational programs for children and families. Provide customer service, assist guests, and answer questions. Design graphics, create signage, and maintain website content. Oversee program scheduling, train new staff, and coordinate event logistics. Script, film, and edit promotional videos to enhance visitor engagement.

CONTACT

- Jrlux04@gmail.com
- (407) 693-2151

SKILLS

- Detail-Oriented
- Self-Motivated
- Proficient in Microsoft Office
- Proficient in Adobe Creative Suite
- Proficient in Canva
- Social Media Marketing
- Digital Content Creation
- Proficient in Martech & EZ Fair
- Skilled in Data Entry & Management
- Graphic Design & Video Editing
- React.js & React Native
- Customer Service & Team Collaboration
- Innovative Problem-Solving & Time Management

EDUCATION

UNIVERSITY OF CENTRAL FLORIDA
BA, Digital Media, Web Design
2022-2025

VALENCIA COLLEGE
AA, General Studies
2019-2022

CERTIFICATIONS

- Google Analytics
- WordPress.com Essential Training
- React.js Essential Training
- React Native Essential Training
- Social Media Marketing Strategy:
TikTok and Instagram Reels

**LIVESTOCK COORDINATOR LIAISON, DATA-ENTRY SPECIALIST,
SOCIAL MEDIA MANAGER**

OSCEOLA COUNTY FAIR (KVLS)
Oct 2024 – April 2025

Plan, design, and schedule social media posts to promote fair activities. Engage with the public, answer questions, and support event marketing. Organize livestock events, manage data, and assist in setting up a new fair registration system.

DIGITAL JOURNALIST/DIGITAL DESIGNER

POSITIVELY OSCEOLA
March 2023 – March 2025

Plan and execute social media content, write articles for public engagement, and design graphics. Manage website updates, edit videos, and create digital advertisements to promote events and community initiatives.

FRONT DESK STAFF (SEASONAL)

OSCEOLA COUNTY FAIR (KVLS)
February 2023 – February 2024

Managed front office operations, answered phones, and provided customer service. Assisted guests by addressing and answering questions. Maintained computer systems, designed graphics, created signage, and managed digital records. Entered scores and generated reports in Martech while supporting event programming.