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# JASMINE ELLSWORTH



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**ABOUT:** **Jasmine Ellsworth is an entrepreneurial brand building creative force who has worked with and shaped multi-million dollar brands and consumer experiences for billion dollar companies.** Originally trained in advertising, interactive design and marketing at the prestigious *Art Center College of Design* in Pasadena, California, her career started at *Disney Interactive* in video game marketing and events. Immersive interactive-experience design followed with *Harry Potter The Exhibition* and *Walt Disney Imagineering at Epcot*. In 2014, with \$100 investment she co-founded an eCommerce business that leveraged only unpaid social media for all marketing and sales. Her 850K Facebook following with a 22M weekly reach drove over 90% of all sales. The company was quickly valued at \$525K while holding no assets or inventory. She sold the company to her co-founder in 2017 and re-joined the marketing/agency world to focus on creative social media conversational marketing for conversions and revenue generation. She was quickly promoted to Vice President for implementing fresh creative with proper digital tracking, tripling engagement and conversions for all clients across all platforms. She continues to run Macrocosm Studio as a full service digital marketing agency for clients and is responsible for social and digital marketing efforts focused on showing direct impact on sales and revenue.

## **EXPERIENCE: MACROCOSM STUDIO: FOUNDER, CEO AND CCO**

11/2007 - PRESENT

Full service social media and digital marketing agency leveraging underused social media engagement for trackable conversion to meet definable KPI's and client ROI conversion goals using eCommerce strategies and cutting edge technologies.

### **CLIENT HIGHLIGHTS:**

Ask Mark about our 15x ROI

**Winter Fest OC 2015-2018:** Digital marketing agency of record for the past four years averaging a 15x ROI Ad spend generating \$1.4M in ticket sales in 20 days at a ROAS of 1,750.00%. Responsible for all social channels, advertising, email campaigns, yelp, online ticket sales, ticket integration, promotions and design.

**The Venardos Circus 2018:** Full service digital marketing services resulting in 517.07% ROAS. Responsible for all social channels, online ticket sales, advertising and promotions.

**Orange County SC 2017-2018:** Digital marketing agency responsible for all online ticket sales, digital advertising and paid social.

**GES:** Experience design, consultation and Prop Master/Set Decorator for "Harry Potter the Exhibition," "Narnia the Exhibition" and "Avatar the Exhibition" working from concept to development and installation in 22 venues Worldwide.

Personal Reference!

**Walt Disney Imagineering:** Art Director, Consultant and Producer for "The Kinsey Collection" at Walt Disney World Epcot and classified projects still in development.

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(CONTINUED) **Additional Macrocosm Studio Clients Include:** Disney Interactive, Walt Disney Imagineering, Walt Disney Live Entertainment, Walt Disney Studios, Warner Brother Studios, ABC Studios, The Hunger Games Experience, Imagi Studios Astro Boy, Comedy Central, South Park, Mattel, National Geographic, Turbo Tax and more.

06/2017 - 01/2018

## **JUMPWIRE MEDIA: VICE PRESIDENT, SOCIAL MEDIA AND STRATEGY**

Senior Account Director, promoted to Vice President in September 2017. Managed all company staff, social strategy, content creation, freelancers, copywriters, client requests, client meetings, data analytics, data and content presentation, community management, all advertising campaigns across Facebook, Twitter, Instagram, Pinterest and LinkedIn.

🐦 Personal Reference!

**Clients:** Tribeca Shortlist • Team Refugees UNHCR UNICEF • Fandango • Funimation • The Global Fund to Fight AIDS, Tuberculosis and Malaria • All3Media's Midsomer Murders • 9 Story's Amazon Channel launch for "Toonscape" and "Kikiriki" • Focus@Will • 1-800-Dentist

04/2013 - 02/2016

## **THE VIOLET VIXEN: CO-FOUNDER & CEO, CMO AND CCO**

Created the brand, website, full marketing strategy and all social media channels. Founded without investment, inventory or traditional advertising, the company relied solely on social media as the sole traffic and sales driver. Jasmine built the entire brand and social media channels averaging 37 unique posts per day across five platforms reaching 22M users per week. Recruited and managed all company staff. Built and executed entire social media strategy, content creation, content publishing, community management, email campaigns, personalized chat bots, customer service, email marketing, sales and promotions, purchase funnel and customer experience.

10/2002 -02/2007

## **DISNEY INTERACTIVE: SR. DESIGNER**

Oversaw the Creative Services department that was responsible for all video game packaging and advertising as well as the design and production of all Disney Interactive tradeshows, promotions and events including E3, Comicon, Anime Expo, Licensing Show and New York Comicon.

**REFERENCES: TRISHA MEATHE:** Director, Social Content Strategy at NBC Universal Media, LLC Fandango 📞 646-259-1853 📧 tmeathe@fandango.com

**MARK ENTNER:** Founder PSQ Productions, Winter Fest OC 📞 949-514-9659 📧 Mark@underproduction

**TRISH CERRONE:** Executive Creative Development at Walt Disney Imagineering & Multi-Award Winning Author 📞 818-544-5034 📧 trish.cerrone@gmail.com

**MELISSA MACKAY:** Head of VzW Digital Partner Strategies and Innovation Garage, Verizon Wireless 📞 517-749-6803 📧 melissa.a.mackey@gmail.com

**CORE COMPETENCIES:** Team building/leadership, Processes and efficiencies, Cross-discipline Collaboration, Social Strategy, Engagement, Brand Building Community Management, Data Analysis, Conversion Funnel, Customer Conversion Experience, Purchasing Funnel, Design, Art Direction, Video Direction, Copy-writing, Branding, Project management. **TECH COMPETENCIES:** Facebook Business Manager, FB Ad Manager, Twitter, LinkedIn, Pinterest, Instagram, TweetDeck, SproutSocial, Hootsuite, Buffer, Later, ReAmaze, Cyfe, Rival IQ, Google AdWords, Google Analytics, ManyChat, ReAmaze, MailChimp, Wordpress, Wix, Adobe After Effects, Adobe Illustrator, Adobe Photoshop, iMovie, QuickTime, GIFS, Excel, PowerPoint, Keynote, Google Slides, GDrive, Dropbox, Asana, Slack, Autopilot, Salesforce, Shopify, BigCommerce, Eventbrite, Ticketmaster.