

# Jessica Plotkin

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Emerging global brand marketer and recent Strategic Communication graduate with an Advertising emphasis from the University of Colorado Boulder. Experienced in brand strategy, digital marketing, campaign execution, and marketing operations. Passionate about blending creativity and strategy to develop impactful, consumer-driven campaigns and brand activations.

## WORK EXPERIENCE:

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**Crocs INC.** May 2025 - March 2026  
*Retail Marketing Coordinator (Contract)* Broomfield, CO

- Manage vendor relationships, print production, creative asset systems, store data, and purchase orders to support retail marketing operations across 200+ Crocs stores nationwide.
- Direct the creation and rollout of print and promotional assets for nationwide campaigns, ensuring consistent brand execution across all U.S. retail activations.
- Drive weekly marketing communications and actively participate in cross-functional meetings to support alignment and execution.
- Support new store openings and execute launch marketing for seasonal promotions, integrating in-store and digital touch points to drive store traffic and meet evolving business goals.
- Collaborate with retail merchants and global licensing teams to execute in-store marketing for high-profile brand collaborations.

**Crocs INC.** June 2024 - August 2024  
*America's Marketing Intern* Broomfield, CO

- Assisted retail, wholesale, and influencer marketing teams in executing integrated campaigns and supporting go-to-market planning and documentation.
- Designed digital and promotional signage which was selected to be displayed in retail stores across the U.S.
- Executed SMS and email sends in partnership with e-commerce teams, ensuring cohesive messaging across digital channels.
- Contributed to marketing brainstorming and agency calls, gaining recognition from company executives for creativity and valuable insights.
- Created and presented a comprehensive go-to-market campaign playbook to employees and executives globally as a capstone project, resulting in positive feedback from senior marketing managers.

**Socialfly NY** June 2023 - August 2023  
*Strategy and Accounts Intern* New York, NY

- Participated in creative briefings and brainstorming to inform monthly content calendars across assigned clients.
- Worked with Sr. Director of Strategy to help define brand strategy and campaign direction, providing unique ideas and innovative solutions, resulting in being hired for an additional role at the agency.
- Assisted in the creation of social media content for clients in a production studio, enhancing overall content quality and earning praise from clients.
- Applied creativity and real-time trends to create a viral TikTok for a brand which increased account views from 10 to 4,000.

**Wakeman Town Farm** August 2020 - August 2022  
*Social Media Intern/Education Assistant* Westport, CT

- Wrote and edited family-friendly social media content on Instagram and Facebook to boost awareness and excitement about farm activities, resulting in an increase in visitors.
- Created permanent creative and informational signage for all animal enclosures to educate visitors to the Farm, which is still displayed on-site today.
- Independently led educational classes for children, resulting in a trusted network for babysitting opportunities with participating families, was asked to be hired by 10+ families.

## EDUCATION:

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**University of Colorado Boulder, College of Media, Communication, and Information** May 2025  
*B.S. in Strategic Communication with an emphasis in Advertising and minor in Creative Technology and Design*

- **GPA 3.97** | Dean's List | Graduated With Distinction
- Dean's Scholar Scholarship
- **Relevant Coursework:** Strategic Brand Management, Consumer Insights, Account Management

## SKILLS:

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Problem Solving, Conceptual Creativity, Microsoft Suite, Persuasive Communication, Adaptability, Marketing Operations, Adobe Creative Cloud, Social Media Management, Integrated Campaign Execution.

## INTERESTS AND ACTIVITIES:

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### Additional Interests:

- Studied abroad in Florence, Italy for a semester and attended Florence University of the Arts. Took classes focused on international advertising, Italian art, and cultural cuisine.
- Pursued a gap year in 2020 and worked as a Dog Care Intern for 6 weeks at Best Friends Animal Society in Kanab, Utah, gaining hands-on experience in animal care, welfare, and shelter operations.

**Activities:** Member of Chi Omega Sorority, Zeta Chapter. Top recruiter at my chapter due to my high retention rate, participated in philanthropy events for Make a Wish within my chapter.