

Jasmine Touton

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Professional Statement

Team leader, content generator, and marketing project manager with over five years experience in communications and project design. Storyteller, ready to interpret the big picture through task-oriented savvy.

Education

Johns Hopkins Carey Business School

Masters of Business Administration, Design Leadership, Candidate

Baltimore, MD

March 2015

Maryland Institute College of Art

Masters of Arts, Design Leadership, Candidate, Design Leadership Scholarship
Center for Design Practice National Wildlife Federation Campaign Design

Baltimore, MD

March 2015

American University

Bachelors of Arts, Print Journalism, *Magne Cum Laude*, Dean's Scholarship

Washington, D.C.

May 2008

Experience

Johns Hopkins Medicine Technology Innovation Center

Marketing Lead (Internship)

Baltimore, MD

Oct. 2014 - Present

- Design and produce pitch deck content and printed collateral for meetings with Microsoft, Salesforce, and Blackberry
- Lead the development and recruitment for inaugural health technology incubator curriculum and programming
- Facilitate design thinking-style meetings for creation of mission, vision, branding guidelines, and web design

Quantified Care

Vice President of Media

Baltimore, MD

Feb. 2014 - Oct. 2014

- Led design and media vendors to launch brand, promotional videos, and website elements.
- Managed public relations strategy, which garnered coverage from Fast Company, Fox News, and BBC
- Created original content based on marketing strategy for Facebook, Twitter, LinkedIn, and blogs
- Achieved \$15,000 in funding for 45-day Indiegogo campaign as lead content creator and promoter

Campaign Consultation

Project Specialist

Baltimore, MD

Oct. 2011 - Oct. 2013

- Provided digital media advice for issue advocates, national service leaders, and federal agencies including HHS
- Designed and led three-day delivery of virtual conference for 1500+ Senior Corps leaders
- Facilitated and designed sessions for two Social Innovation Fund national conventions

D.C. Central Kitchen/The Campus Kitchens Project

Social Media Coordinator

Washington, D.C.

Nov. 2009 - Oct. 2011

- Mentored and trained 30 Campus Kitchen programs in public relations, fundraising, and digital media strategy
- Planned, wrote and distributed monthly e-newsletter updates for over 2000 individuals
- Created original content for blog posts, Facebook, Twitter, LinkedIn, Flickr, YouTube, and Ning private networks

Believe In Tomorrow National Children's Foundation

Communications Associate

Baltimore, MD

Sept. 2008 - Aug. 2009

- Collaborated with designer to overhaul website, re-write content, and re-construct navigation
- Crafted original website, social media, and e-news content, covering services for critically ill children

Washingtonian Magazine

Editorial Intern

Washington, D.C.

Jan. 2008 - June 2008

- Wrote eight published articles profiling people, food, and home improvement
- Drafted 36 blog posts posted to Washingtonian.com about food and events

Blogging

- **Baltimore Bride Magazine:** Write monthly freelance blog posts since May 2014
- **StayClassyCanton.com (Co-Founder):** Award-winning Canton community blog since Aug. 2012

Software: Adobe Creative Suite, Google Analytics and AdWords, Facebook Ads, WordPress, Squarespace, R Studio