

Jada Pledger

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EDUCATION

The University of Michigan (Transferred Fall 2024)

BA in Communication & Media Studies, Sales & Business Development

Cumulative GPA: 3.5

Ann Arbor, MI

May 2026

Fordham University

New Media and Digital Design

New York, NY

August 2022 - 2024

RELEVANT WORK EXPERIENCE

Universal Music Group

New York, New York

Consumer Marketing Intern (Audience Development)

June 2025 - present

- Managed CRM automation flows across Def Jam, Island, and Verve, supporting campaigns to **150M+ owned audiences**.
- Produced 10+ newsletters weekly, achieving an avg. **40% UOR vs. 36% UMG benchmark** and improving CTR/conversions through segmentation.
- Developed CRM acquisition roadmap projected to increase artist sign-ups by 20% by year-end.

Structured Agency

Remote

UGC & Creative Strategy Trainee

June 2025 - August 2025

- Developed creative briefs and Meta Ads campaigns for 5 client accounts, optimizing for conversion and ROI.
- Managed 20+ UGC creators weekly, conducting A/B tests on ad creatives to drive a relative **3.2% increase in conversion rate over baseline (~2%)**

NVE Experience Agency (Accounts: Liquid I.V., Sol De Janeiro, Waymo)

New York, New York

Strategy and Communications Intern

Jan 2025 - April 2025

- Ideated strategy and communications for 3 high-profile clients, contributing to experiential campaigns **reaching 1M+ omni-channel audiences**.
- Conducted competitive and audience research to inform messaging, storytelling, and experiential activations.
- Partnering with Strategy Director on 5+ RFPs, executive briefs, and strategic deliverables per week, ensuring alignment with client goals.

University of Michigan

Ann Arbor, MI

Creative Design Lead, Program Development Coordinator,

August 2024 - present

- Launch programming for Transfer Bridge Coordinators, supporting smooth student onboarding and engagement
- Lead a team of 10+ employees, overseeing creative design and marketing initiatives to recruit students, mentors, and prospective donors.

Linktree

Remote

Business Development Intern

Jan 2025 - April 2025

- Spearheaded outreach to ~200 influencers daily for Shops beta launch, driving adoption and engagement.
- Streamlined workflows and optimized feature rollout through market research and cross-team collaboration.

LEADERSHIP & PROFESSIONAL DEVELOPMENT

Michigan REACH | Social Media Club

Ann Arbor, MI

Co-President

Dec 2024 - present

Michigan Sales Club

Ann Arbor, MI

Member

May 2025 - present

Home From College

New York, NY

Freelance UGC Content Creator

Sep 2024 - Present

CERTIFICATIONS

Inside LVMH (Creation & Branding, Retail & Customer Experience) | Hootsuite Platform Certification (Advanced Uses) | Hootsuite Social Media Marketing Professional | Thematic Business Development and Sales

SKILLS & CORE COMPETENCIES

Data-Driven Marketing | Consumer Insights | Trend Analysis | CRM Strategy | Audience Development | Digital Campaign Development | E-commerce & Email Marketing | Cross-Functional Collaboration | Project Management | Market Research | Innovation & Emerging Technologies | Strategic Communication | Adobe Creative Suite | Figma | Excel | Google Analytics | Domo | DotDigital | Canva