

# JESSICA PITOCCO

## Contact

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30 Allston Street #22  
Allston, MA 02134

## Profile

Possesses a fierce work ethic,  
unfiltered creativity and  
excellent communication skills.

Seeking to advance my career  
in a team-oriented and  
collaborative work environment.

## Technical Expertise

Certified Scrum Product Owner  
Jira  
Contentful  
Google Analytics  
Zendesk  
WordPress  
Microsoft Office Suite  
HubSpot  
Smartling

## Professional Skills

Project Leader  
Problem Solver  
Decision Maker  
Detail Oriented  
Positive Thinker  
Organized  
Team Player

## Recognition

Dorothy and Will  
Roberts Prize, 2018  
National Society of Collegiate  
Scholars, 2014

## Relevant Experience

**Visible Body**, Newton, MA: October 2018-Present

Product Owner

Organized and planned app updates to multiple platforms (iOS, Android, Web, Mac App Store, Windows Store)

Managed large-scale project with multiple teams to bring 3D models to Google Search, which was featured at Google IO 2019

Researched and executed website design solutions to increase visibility and accuracy of our homepage and product-related pages

Collaborated closely with visual animators, UX/UI designers, and editorial team to improve user experience with our products

Leveraged Scrum practices daily with the development team to produce timely and profitable products

**The Warren Group**, Boston, MA: June 2018-October 2018

Associate Editor

Edited, managed and uploaded all content for Banker & Tradesman and The Commercial Record online publications, using WordPress and Issuu

Wrote and edited daily news and curated daily newsletters for both publications, using HubSpot and email marketing techniques to increase readership and click rates

Edited, managed and uploaded to all social media accounts, using Hootsuite daily and increasing followers, engagement and click rate on all platforms

**MediaFile DC**, Washington, D.C.: January 2017-May 2018

Technology Editor

Directed a team of five writers to report weekly on technology and journalism news

Assigned stories, edited copy and created graphics, data and social media content

**Piaggio Fast Forward**, Boston, MA: June 2017-August 2017

Marketing Intern

Researched robotics industry and social media best practices to market the robot "Gita," and created a cohesive marketing strategy for a company of 50 people

Collaborated with video production staff to draft scripts for recruitment and advertising

Prepared and presented latest news in robotics and autonomous technology with COO

## Education

**The George Washington University**, Washington D.C.: 2014-2018

Journalism and Mass Communications Major and Communications Minor

3.4 GPA