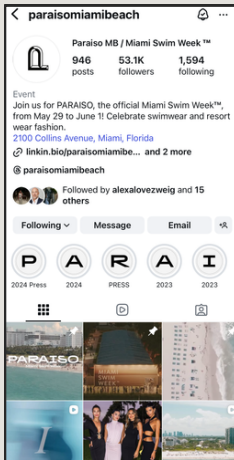
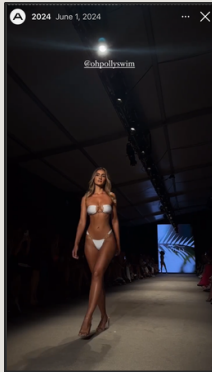


# portfolio.

J E S S  
M E D W I N

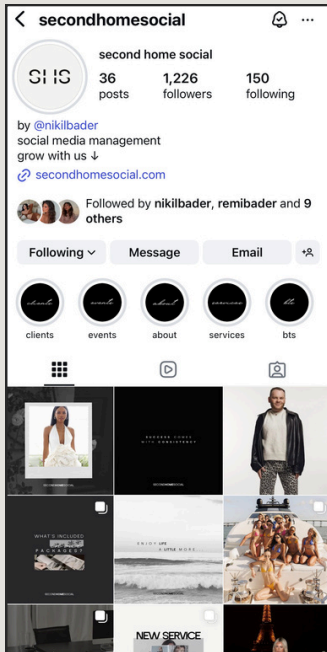
SOCIAL MEDIA



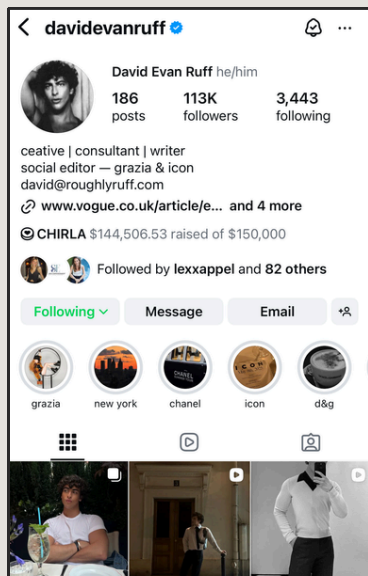
Created all social media stories,  
Instagram Reels, and Tik Toks during  
Miami Swim Week ('22 & '24)  
Successfully increased the brand's  
online press

# MIAMI SWIM WEEK

# SECOND HOME SOCIAL



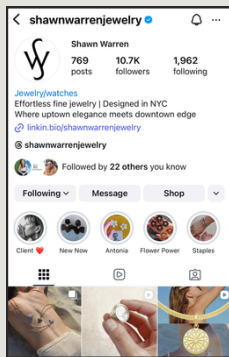
I'm the Social Media Coordinator at Second Home Social, where I was the first hire supporting the founder in scaling a startup agency focused on influencer growth and digital strategy. I manage Snapchat and YouTube content, driving engagement and monetization for a roster of creators, and support brand campaigns and platform strategy for talent including Olivia Walker, Tefi Pessoa, and Serena Kerrigan.



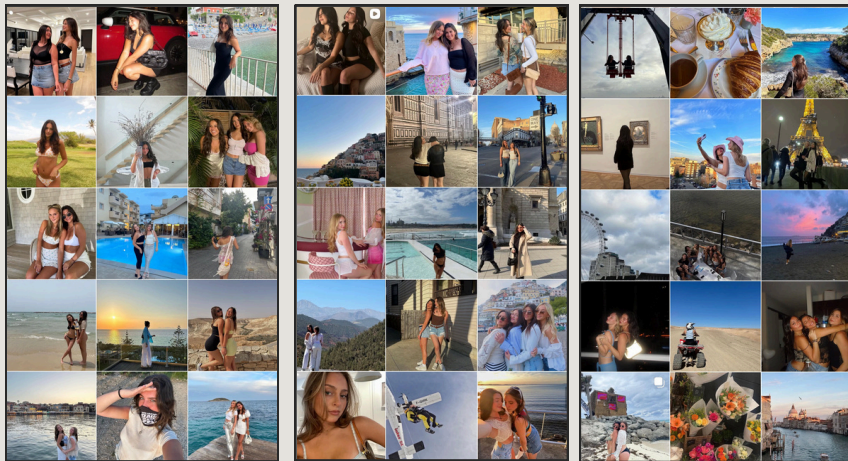
# DAVID EVAN RUFF

I've worked with David Evan Ruff for over two years, helping him capture and create content across various platforms.

# SHAWN WARREN JEWELRY



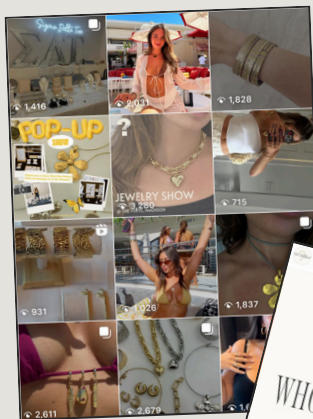
I've worked with Shawn Warren of Shawn Warren Jewelry on an as-needed basis, primarily during the summer, helping her grow her social media following from 5K to 10K by creating more organic, engaging content.



I managed the Instagram and TikTok  
for my sorority, creating content to  
promote the chapter and its events.

# WISCO AEPHI

I run my own small jewelry brand, *Who's That Girl?*, which has been an amazing outlet to experiment with content and learn how to create engaging, impactful posts.



# WHO'S THAT GIRL?

**Thank you for taking the time to look through this. I'm a quick learner and, as you can probably tell, adaptable to the needs and voice of any client. While my portfolio is still growing, I'm confident in my ability to jump in, problem solve, and create strong, engaging content.**