

Jessica Latten

185 Alexander St #303 Rochester, NY 14607
(205) 705-0977

www.linkedin.com/in/jessicalatten
jessica.latten@simon.rochester.edu

EDUCATION

SIMON BUSINESS SCHOOL, UNIVERSITY OF ROCHESTER

ROCHESTER, NY

Master of Business Administration

2016

- Recipient of Ain Scholarship for Entrepreneurs and the Maddpoets.com Rising Business Scholarship
- 2014 Forte Fellow also a member of Consortium for Graduate Study in Management and MBA Jumpstart
- Relevant courses: Marketing, Digital Marketing, Information Systems for Management, Technical Entrepreneurship, Organization Strategy and Pricing Policies

UNIVERSITY OF ALABAMA AT BIRMINGHAM

BIRMINGHAM, AL

Bachelor of Science in Psychology, Minor in Spanish

2012

- Recipient of UAB Scholarship

PROFESSIONAL EXPERIENCE

NATURAL HAIR

www.facebook.com/groups/1stnaturalhair

Founder

2005-Present

- Managed nonprofit Facebook group and developed marketing strategy to increase membership to over 75,000.
- Directed 14 administrators as a team and maintained order by drafting and enforcing user guidelines for the group.
- Combined websites, businesses and groups related to natural hair and made available to members of the group; the integration of these resources significantly decreased search cost for members. Used consolidated information as a source for finding businesses and organizations to sponsor group activities.

WE ARE ARTISTS

BIRMINGHAM, AL

“Nonprofit organization dedicated to enriching lives with the power of art through education, entertainment and community involvement.”

Founder

2009-2014

- Organized and contributed to the financial development of 200 artists in Birmingham and surrounding areas.
- Instrumental to the creation and growth of several businesses and art groups; some of which include: Word Speak Literary Society, The Ninjaz, Alabama Jazz Hall of Fame, Malcolm’s Reading Room, Matthew’s Bar and Grill, The Birmingham Museum of Art and The Real Life Poets.
- Created a mentorship program, CAUCH, by enlisting the help of successful professional artists to give guidance to developing artists.

JESSICA LATTEN PHOTOGRAPHY

BIRMINGHAM, AL

Head Photographer

2006-2014

- Launched and successfully managed a photography business as a freelance photographer with about \$17,000 annual income and three contracted assistant photographers as a team.
- Performed market research to grow clientele of over 230 clients since 2006; regular contracts include: The City of Birmingham, Former County Commissioner Shelia Smoot, The Birmingham Weekly, Weld for Birmingham, University of Alabama at Birmingham, Alabama Power, You Go Girl Book Club, Prostart Academy, The Alabama Jazz Hall of Fame, The Modern Brand Company, LLC, We Are Artists and West End Community Gardens.

INDIGO TREE, LLC

BIRMINGHAM, AL

Founder

2006-2014

- Developed and distributed natural hair and skin care products.
- Sold products at 5 retail established by networking and establishing rapport with managers.
- Successfully marketed products through social media and made personal connections with consumers.

ADDITIONAL INFORMATION

- Skills: ability to speak and write in Spanish, proficiency in social media marketing /strategy and Adobe Creative Suite. Currently learning Python.
- Simon Extracurricular Activities: MBA Jumpstart Liaison, Forte Liaison, Simon Vision Co-President, Project Manager for digital marketing Loopality project, VP of Career Development in Net Impact, VP of Marketing of Simon Women in Business and member of the Consulting Operations Technology Association.
- Zeta Phi Beta Sorority, Inc. and Kappa Kappa Psi National Honorary Band Fraternity, Inc. member