

Jobel Angela Barcoma

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EDUCATION

University of North Carolina at Chapel Hill Chapel Hill, NC
Bachelor of Arts in Chemistry and Minor in Environmental Science and Studies

Cape Fear Community College Wilmington, NC
Associate of Science - Transfer Degree; Associate of General Education

WORK EXPERIENCE

Boutique Real Estate Firm Remote
Independent Contractor - Marketing Coordinator Sep 2022 - Feb 2025

- Developed and executed comprehensive content strategies across multiple channels, including blog writing, SEO optimization, newsletter campaigns, and social media content, resulting in enhanced brand visibility and audience engagement.
- Created and maintained a diverse content calendar featuring local events, blog posts, and newsletters, while producing marketing materials including buyer/seller packages, postcards, and branded collateral to ensure consistent messaging across all platforms.
- Led social media training sessions for real estate agents, improving their online presence and lead generation capabilities, while providing onboarding support through branded assets and marketing tool guidance.
- Established scalable marketing operations by implementing SOPs, managing a virtual team for content creation, and streamlining workflows through project management tools and automated systems.

Intuit, Omni Interactions Remote
Customer Service Representative – Product Expert Feb 2022 - Jun 2022

- Delivered real-time technical support and product guidance through multi-channel communication (phone and chat), maintaining high customer satisfaction while managing concurrent inquiries
- Effectively translated complex tax software concepts into clear, actionable solutions, demonstrating strong communication and problem-solving abilities
- Consistently met service metrics while providing personalized support, developing expertise in building rapport and managing client expectations in high-pressure situations

UNC-Chapel Hill, Department of Chemistry Chapel Hill, NC
Nuclear Magnetic Resonance Laboratory Technician Jan 2020 - Aug 2021

- Innovated and implemented a digital system during COVID-19 that streamlined laboratory operations through online forms and contactless sample submission, resulting in continued research capabilities and improved efficiency.
- Managed the Laboratory website and created internal communications materials like newsletters and posters, including department-wide safety graphics that were officially displayed throughout chemistry buildings.
- Provided design and content support for scientific materials while maintaining comprehensive laboratory operations including chemical inventory management, nitrogen fills, and equipment maintenance.
- Organized training sessions and assisted in performance improvement strategies through data management systems.

PROJECT EXPERIENCE

Webinars & Online Training Programs

- *"Content Creation for Social Media: Strategies and Tools"*: Explored innovative strategies for producing engaging content for platforms like Instagram and YouTube, focusing on storytelling and visual appeal.
- *"SEO Best Practices for Digital Marketers"*: Learned how to optimize content for search engines, increasing visibility and audience reach.
- *"Video Marketing Trends and Tools"*: Gained insights into creating impactful short-form video content for social media, utilizing tools and techniques that enhance audience engagement.
- *"Email Marketing Fundamentals"*: Focused on creating high-converting email marketing campaigns and effective copywriting strategies.

Ongoing Learning Initiatives

- Regularly engage in industry webinars and courses to stay updated on trends and best practices in digital marketing, video production, and content strategy.
- Participate in AI, project management, marketing, and design communities to continually enhance skills and knowledge, ensuring content aligns with current market trends.

Self-Taught Operations & Digital Skills

- Fast learner who successfully transitioned from a chemistry background to marketing, design, and operations - with various digital marketing skills, project management toolstack (Notion, Slack, Trello, ClickUp, AI-powered tools etc), and creating efficient business systems and workflows.
- Developed working knowledge of digital marketing tools including Canva Pro and foundational Adobe Creative Suite, applying these skills to create professional content and marketing materials.
- Self-taught in implementing and optimizing tech stacks, automation tools, and basic SEO practices, with a natural aptitude for streamlining operations and processes.

LEADERSHIP EXPERIENCE Carolinas Region -

Alpha Omega Alumni Association
Communications Officer, AO-Mentor, Member

Carolinas Region
Mar 2024 - Present

- Created graphics and content for the organization's social media pages to enhance engagement among members.
- Assisted in planning and executing multiple conventions and conferences, contributing to increased student attendance.
- Managed the creation of detailed meeting minutes for all board meetings, ensuring accurate documentation of decisions and assigned action items.
- Supported regional initiatives that resulted in an estimated 5% growth in alumni attendance at events.

Phi Theta Kappa International Honor Society
Carolinas Regional President

Carolinas Region
Mar 2016 - May 2017

- Assisted a team of officers and members in fostering collaboration and enhancing communication within the Carolinas region to improve member engagement.
- Supported the planning and execution of regional conventions, conferences, and events, helping to manage logistics for over 500 attendees and coordinating with high-profile speakers.
- Represented the honor society at regional conferences by delivering impactful speeches to promote the organization's mission and encourage new member recruitment.

Phi Theta Kappa, Alpha Omega Chapter
Historian, VP of Scholarship, Executive Assistant

Wilmington, NC
Aug 2014 - May 2017

- Initiated a photography project as historian, leading to increased engagement on social media platforms and capturing over 700 memories for the organization's archives.
- Managed scholarship promotion efforts, resulting in a significant number of applications and successfully awarding scholarships to deserving students.
- Assisted the President with event planning and project management, enhancing efficiency by introducing new organizational systems.

ACTIVITIES AND SOCIETIES

- Phi Theta Kappa - Local and Regional leadership positions, Student Representative of the Judicial Board Committee and Financial Aid Committee, Academic Aide for Students with Disabilities

SKILLS & INTERESTS

Skills: Project Management, Graphic Design, Branding & Visual Storytelling, Systems Management, SEO Content Writing, Basic Photography & Video Content Creation, Content Marketing, Team Management, Executive Assistant

Interests: Operations, Design, Marketing, Systems, Strategy, Tech, Tools, Coaching, Facilitator, Curator, Real Estate, Energy, Anime, Music, Personal Development, Ikigai