

Jamie Freya Knott

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EDUCATION

W. P. Carey School of Business, Arizona State University, Tempe, AZ **Jan 2025 - Present**
Bachelor of Arts, Sports Business

Technical Certification, Douglas J Aveda Institute, Chicago, IL **May 2012 - Oct 2012**
Esthetics, Advanced Skincare, & Body Hair Removal

Google Professional Certificate, Coursera, Remote/Online **Oct 2021 - Nov 2021**
UX Design, Foundations of User Experience

PROFESSIONAL EXPERIENCE

Contributing Writer, Blitz Sports Media, Chicago, IL **Sep 2024 - Present**

- Analyzing weekly reports in Google Analytics to demonstrate the success of social media efforts in increasing traffic
- Research and write 1-2 weekly articles on football business news and fantasy betting strategy, delivering insightful and data-driven content for Blitz Sports Media's audience
- Collaborate with the team to distribute and promote articles on Reddit and X, engaging with readers to maximize reach and audience interaction.

UX Researcher, Hinge/ Match Group, New York, NY **May 2023 - Aug 2023**

- Consulted with Hinge to conduct foundational UX research and build design explorations aimed at understanding and supporting the unique needs, experiences, and pain points of trans daters on Hinge.
- Facilitated and led a workshop across product and marketing teams to ideate on products solutions and features to better serve trans daters on Hinge
- Consulted with Hinge UXR to plan and conduct research aimed at gaining a deeper understanding of trans dating experiences both through quantitative (in-app surveys) and qualitative methods (usability interviews).
- Collaborated with Hinge UX designers to develop prototypes based on synthesized research findings and provided recommendations to product teams based on explorations.
- Co-facilitated a final shareout to present key insights, design explorations, and recommendations to Hinge product & marketing teams, all goaled towards centering trans daters on Hinge.

Sales & Marketing, Pecan Milk Co-Op, Atlanta, GA **May 2021 - Jan 2023**

- Develop and execute marketing and social media strategies to increase brand awareness and drive sales, resulting in a 25% increase in website traffic and online orders
- Conduct market research to identify new sales opportunities and stay current on industry trends and best practices
- Collaborate with cross-functional teams, including product development and operations, for seamless execution of sales and marketing initiatives
- Utilize CRM software to track leads and sales activities, and analyze data to inform sales and marketing strategy

LEADERSHIP EXPERIENCE

Owner, Shop Jamie Freya LLC, Atlanta, GA **Sep 2019 - Present**

- Legally organized business creating information and resource-driven content for web publishing, including researching and synthesizing information from various sources to produce high-quality content.
- Experience in affiliate marketing and sponsored advertisements, including identifying and cultivating relationships with potential partners and negotiating compensation agreements.

Community Organizer, LaGender Inc. / SNAP Co., Atlanta, GA **Jan 2016 - Jun 2016**

- Led outreach initiatives to build relationships with trans folks, LGBTQ+ individuals, POC, and formerly incarcerated individuals, increasing participation in support groups, political action, and fundraising efforts.

Technical Skills: Search Engine Optimization, Wordpress Web Development, Microsoft Office Suite, Data Analysis, AI-Powered Content Strategy , Google Ads