

JESSICA M. NAIOTI

3148 Rock Valley Drive | Holiday, FL 34691

 jessicanaioti@yahoo.com |  (315) 561-7861

 [LinkedIn Profile](#) |  www.naiotifinancialservice.com

OBJECTIVE

Ambitious and versatile professional seeking a remote position in marketing, finance, or recruiting. Proven ability to build, grow, and lead cross-functional teams, manage multimillion-dollar assets, and deliver fast results. Ready to start immediately in a role that offers flexibility and has meaningful impact. Remote preferred. Minimum salary objective: \$80,000-\$100,000

CORE SKILLS

- Digital & Traditional Marketing Strategy
 - Financial Management & Budgeting
 - Remote Team Leadership & Training
 - Recruiting & Onboarding
 - Property & Asset Management
 - Event Planning & Brand Promotions
 - Grant Writing & Fund Distribution
 - Google Ads, Meta/Facebook Business, Salesforce, Canva, Mailchimp, Microsoft Office
-

EXPERIENCE

Salvation Army of Pasco County – Community Coordinator 2023-2025

- Fundraised over \$330,000 within ninety days
- Co managed social services
- Planned and executed events and fundraisers
- Recruited over 150 volunteers and over 10,000 hours of volunteer time

AirBNB – Project Manager (NY/FL/TN/SC/LV) 2018 – present

- Recruited and led 50+ contractors across all trades (HVAC, roofing, plumbing, etc.)
- Oversaw \$500K+ annual budgets and \$1M+ in assets across 4 countries (51 properties)
- Wrote and managed over \$250K in local, state, and federal grants
- Applied for permits, created and submitted drawings, developed planning and oversaw operations
- Feature Interview by Airbnb as a Super Host and Experience Guide in 2023
- Generated \$10K+/month in rental income

Cross Country Healthcare – Senior Healthcare Recruiter 2020-2024

- Hired 2 new hires a week during the pandemic for all national healthcare service positions
- Award winning production March April, May 2022

FairMarket Works LLC – Marketing Manager & Founder (Remote from Tampa FL) 2012 – 2021

- Recruited and trained over 100 remote interns and contractors in 45+ countries
- Created marketing strategies, ad budgets, and digital campaigns
- Built partnerships with Google, Meta, and Microsoft ad platforms
- Managed profiles on Upwork, Fiverr, Google Ads, and Facebook Business

Naioti Financial – Director of Operations & Financial Advisor (Remote NY/FL) 2014 – 2025

- Developed financial marketing systems and compliance workflows
- Recruited and trained over 100 financial reps, tripling office production
- Educated in compliance in financial services
- Used Salesforce and Mailchimp to scale campaigns and team performance

TEAMS / National Brands – Brand Ambassador & Event Manager 2012 – 2021

- Led campaigns for Bacardi, Ford, Nissan, Harley Davidson, music festivals, and more
- Directed live events, promotions, team schedules, and budget control
- \$1/\$300 ROI for sales event gigs

Traveling Mommy – Influencer 2021 – Present

- Traveled to 13+ countries, partnered with hotels, parks, and tourism boards
 - Built content across TikTok, YouTube, Google, Instagram, and Yelp
 - Built relationships with many individuals and helped teach them
 - Gave attention for Baan Dadas Children's Home in Sanklaburi Thailand and the Ibiris Church in Cuba.
-

EDUCATION

- Graduate Studies, Community & Economic Development
 - B.S., Business Administration (Healthcare Focus)
 - A.A., Liberal Arts & Humanities (Communications Focus)
-

CERTIFICATIONS & HONORS

- Google Ads Certified
 - Meta Blueprint Certification
 - Microsoft Digital Marketing Certificate
 - Project Management Certified
 - AmeriCorps National Service Alumni
 - NYLife Manpower Award – Recruiting Excellence
 - Airbnb Super Host 2023
 - SUNY Upstate Woman of the Year
 - Speaker: TD Ameritrade Minority Business Conference 2019
 - Host & Creator: #BeWellBeWealthy Podcast
-