




Jens Carlson

 Portland, Oregon

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SUMMARY

Creative, curious, and compassionate communications ace with a track record of content creation, curation, and coordination.

SKILLS

- Content Management Systems
- Adobe Office Suite
- Social Media Management
- Internal & External Communication
- Writing & Editing
- Digital Newsletters
- Microsoft Office Suite
- SEO

WORK HISTORY

DIGITAL CONTENT EDITOR

05/2022 to 01/2024

INVISION Magazine | Montclair, NJ

- Content creation for trade publication covering the optical industry
- Analyze and grow online traffic: Website, social feeds, newsletter
- Foster relationships with industry insiders: Doctors, owners, sales reps
- Social media: Instagram, Facebook, LinkedIn, Twitter

DIGITAL & SOCIAL PRODUCER

11/2016 to 01/2020

MLive.com | Grand Rapids, MI

- Managed multiple website editorial schedules (3 million/mo pageviews)
- Created and produced daily digital newsletter & audio podcast
- Coordinated multiple daily Facebook and Twitter feeds
- Analyzed online traffic and curated content for SEO
- Ran morning All Chiefs meeting
- Conducted employee training (including during major CMS switch)
- Handled online comments moderation and slayed online trolls

CONTENT CURATOR & EDITOR

06/2012 to 11/2016

MLive Media Group | Grand Rapids, MI

- Reviewed and edited copy for AP style and online distribution
- Designed and built daily content pages
- Guided special section production

MISCELLANEOUS

2000 to 2011

Reporter: *Muskegon Chronicle*, Muskegon, MI (2000-07); **Reporter:** *Gillette News-Record*, Gillette, WY (2007-08); **Graphic Designer:** *Advantage Business Products*, Tualatin, OR (2009-11)

EDUCATION

Bachelor of Arts | Communication Studies

2005

Grand Valley State University, Allendale, MI

BEHIND THE SCENES



Hiking, reading, cooking, porch gardening, traveling, and listening to *Harry Potter* audio books with our 9-year-old daughter. Plus, I'm fully vaccinated and boosted!