

Jennifer Klemmetson

Digital Marketing | Content | Social Media

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Experience

Get Visible Digital Marketing Agency

Social Media Marketing Manager *(September 2018 - Present)*

Head of the social media/content team. Develop and manage social media advertising strategy, develop strategy for and oversee organic social media efforts for 15+ clients and manage engagement across all social platforms.

Content Marketing Manager *(January 2018 - September 2018)*

Developed content strategy (landing pages, blogs and infographics) for 20+ clients in a variety of industries, managed client billing, managed email marketing campaigns and optimized digital content for SEO.

Ewing Irrigation & Landscape Supply

Content Marketing Strategist *(April 2017 - December 2017)*

Developed content strategy for email and digital platforms, including blogs and landing pages, to maintain alignment with sales strategies and initiatives.

Public Relations Specialist *(March 2013 - March 2017)*

Produced weekly internal newsletter; provided support for community relations and nationwide and grassroots branch level outreach projects; and developed content for company blog and earned media opportunities, receiving one first place and three merit Turf and Ornamental Communicators Association Awards for writing.

American English & Culture Program

Activities Assistant *(July 2011 - March 2013)*

Assisted the activities coordinator in the research, planning and execution of social activities for students in the intensive English language program, trained student workers on procedures for campus tours and event execution and compiled the annual activity expense report.

Admissions and Registration Assistant *(June 2012 - March 2013)*

Assisted with Salesforce customer relation management system, maintained more than 800 student files and trained student workers on procedures for new student registration.

Skills

Content Creation (strategy, research, writing, editing, AP Style, SEO), **Social Media Management** (strategy, Sprout Social, Buffer, Hootsuite, SOci, PushSpring, Facebook Ads), **Email Marketing** (strategy, Bronto email automation software), **Website Management** (HTML, Wordpress), **Multimedia** (InDesign, Photoshop, Canva)

Education

University of Denver — Master of Arts

In Progress

Communication Management, Concentration in Digital Marketing Communication

Arizona State University — Bachelor of Arts

Graduated May 2013

Journalism and Mass Communication, Emphasis on Public Relations

Minors in U.S. History and Religious Studies

Graduated Magna Cum Laude

Certifications

HubSpot Inbound Certification

HubSpot Content Marketing Certification

HubSpot Email Marketing Certification