

JENNIFER NESTOR

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Professional Summary

Passionate storyteller with over ten years of leadership experience in creative content development and execution. Experience managing large and small teams and coaching on behalf of the latest trends and best communication practices in omni-channel campaign development. An excellent communicator who thrives in an innovative environment that is ever-evolving and fast-paced. Strong visionary and empathetic leader who enjoys motivating and inspiring others to achieve their best work.

Skills

- Brand Content Strategy and Execution
- Event Management
- Team Building and Coaching
- Social Media Marketing
- Thought leadership Content Development
- Copywriting and SEO
- Executive Communications
- C-Suite and Stakeholder Collaboration
- Omni-Channel Campaign & GTM Strategy
- Advanced Digital Media Strategy

Technology

Asana | Basecamp | Microsoft 360 | Facebook Business Manager | LinkedIn Campaign Manager | Slack | Teams | Google Ads | Sprout Social | Hootsuite | JIRA | Instagram | YouTube | Figma, | Canva | Marketo | Salesforce | HubSpot | WordPress |

Work History

Senior Performance Marketing Manager

Dec 2021 - Current

Bamboo Health

- Generates over \$500,000 in revenue per quarter through the development and execution of targeted omni-channel demand gen campaigns for multiple audiences and ABM upsell campaigns for current clients.
- Develops the content strategy for paid social media, videos, Google ads, email communications, infographics, checklists, and case studies to generate qualified leads for the sales team and helps optimize campaigns throughout their lifecycle. This resulted in a 42% increased conversion rate since FY2021.
- Manages four performance team members to drive toward business OKRs and meet 20% marketing contributed pipeline revenue goals. Our team doubled MQLs and pipeline between FY2022 and FY2023.
- Leverages analytical CRM tools like Salesforce and Marketo to provide advanced reporting insights to the executive leadership team, and optimize campaign performance for each channel.
- Collaborates on developing new campaign and media strategies with 3rd party media vendors, ad agencies, clients, and partners and manages overall marketing advertising budget of \$3.2M+ for the Performance team.

Senior Content Marketing Manager

Apr 2021 - Oct 2021

EverCheck

- Developed relevant content and storytelling strategies that drove brand awareness, enhanced reputation, and created meaningful connections with the brand.

- Boosted brand awareness and generated over 10,000 leads in six months while managing internal and external marketing campaigns and programs through our HubSpot CRM.
- Transformed corporate website and social media platforms to better engage customers and promote sales. Doubled website traffic by 50% in six months and increased website demo conversions by 30%.
- Created company brand messaging, collateral materials, email concepts, and video promotional digital strategies that increased brand visibility and SOV by 62% in six months.

Marketing & Communications Manager

Sep 2018 - Mar 2021

Flagler Health+

- Increased social media followers by 140% on Facebook, Twitter, LinkedIn, and Instagram through paid social ads.
- Managed three marketing team members who increased patient volume by 40% in six months at our Flagler Health+ Ambulatory Service locations.
- Assisted in the GTM strategy and official campaign launch of the Flagler Health+ Anywhere telehealth app and its subsidiary local onsite Publix locations.
- Created frequent internal executive communications through our employee intranet, newsletter, and email blasts.
- Developed key relationships with partners like The American Heart Association, Publix, Cox Media, THE PLAYERS, and coordinated all aspects of in-person Flagler Health+ community and VIP events.
- Owned strategic planning and creative development of new brand collateral, content, and media assets with a 4M+ budget for paid media, radio, TV commercial, and billboard content and managed the execution of the Power of Plus campaign.

Social Media Manager

Jul 2017 - Aug 2018

The Doyle Group

- Developed SEO-friendly editorial content such as blogs, articles, infographics, social posts, and webinars to drive new conversions on the website.
- Curated regular paid and organic social content and imagery to increase engagement and channel growth.
- Directed social media and digital marketing strategies and initiatives to promote brand building, customer retention, engagement, reputation, and revenue-focused activities.
- Analyzed and developed social media and online marketing reports with performance results.

Social Media Marketing Manager

Apr 2013 - Jul 2017

Web.com

- Lead daily in-house team department meetings, and conducted various trainings on B2B Facebook best practices, grammar, and quality. This resulted in a 30% increase in annual quality score.
- Developed department-wide employee recognition program with KUDOS cards and awards to celebrate achievements and increase employee morale.
- Managed 12 direct reports and 30 social media specialists. Submitted payroll in ADP, calculated bonus incentives monthly, and provided 1:1 regular coaching and feedback.
- Mentored employees on best practices and protocols to maximize productivity. This resulted in a 1.5 day decreased SLA time for completion of weekly posts and paid ads.

Education

Master of Arts: Communications with New Media Marketing concentration

Apr 2023

Southern New Hampshire University

Manchester, NH

GPA: 4.0 | Member of Sigma Tau Delta | Member of National Society of Leadership and Success

Bachelor of Arts: Communications

Dec 2012

University of Rhode Island

North Kingstown, RI