

## **My Experience at Jackrabbit Design**

At Jackrabbit Design, I played a pivotal role in managing and optimizing clients' digital presence, from social media to website content. I actively monitored clients' social media pages and website analytics, using tools like Google Analytics to gather data and deliver actionable insights. This not only kept clients informed but also allowed me to recommend strategies that improved engagement and boosted overall performance.

I crafted and published website content aligned with each client's voice and brand identity, using WordPress to ensure seamless updates and site management. In addition, I was a liaison for client communications—meeting with clients to understand their goals and collaborating with various internal teams to ensure successful project execution. Throughout each project, I maintained regular updates, managed revisions, and upheld deadlines to keep clients satisfied with progress.

My experience at Jackrabbit Design also provided hands-on project management skills. I coordinated new projects as they came in, setting up workflows, delegating tasks to team members, and considering team schedules to maintain efficiency. I demonstrated flexibility and adaptability in managing multiple projects simultaneously while meeting client expectations.

In addition, I developed strategic blog content plans and authored a published blog post on the Jackrabbit website. Editing was another significant aspect of my role—I regularly refined written content and websites, sharpening my attention to detail and ensuring all outputs were of high quality.

Overall, my role at Jackrabbit Design enhanced my expertise in digital marketing, client relations, and project management, setting a solid foundation for a career in strategic communications. My experience not only reinforced my skills but also fueled my passion for helping clients tell their corporate stories effectively.