

JASMINE BUCHBERGER

LOS ANGELES, CA

PORTFOLIO

jbuchberger.journoportfolio.com

EDUCATION

BA - Journalism

University of Wisconsin Oshkosh

CONTACT INFO

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RELEVANT SKILLS

- SEO copywriting
- Facebook Blueprint Certified
- Google Ads Certified
- MailChimp expertise
- Canva + Adobe Suite design skills
- Project management // Asana
- Strategy advising
- Content planning with Later, Sendible & HootSuite
- Creative direction
- A/B campaign testing
- Reporting + analytics
- Client management

WORK EXPERIENCE

Urge Interactive • Content + Strategy Manager

Aug 2017 - Oct 2019

- Created and maintained a cohesive brand voice for clients across all marketing platforms including social, web, and email newsletters
- Performed final proofing and editing of all print and copy collateral to ensure accuracy
- Provided clients with full marketing support from concept to completion
- Implemented monthly reporting to enhance marketing strategy

Urge Interactive • Lead Copywriter

Feb 2017 - Aug 2017

- Reviewed 100+ social posts per month to ensure accuracy, consistent branding and engaging messaging
- A/B tested content to empower clients and team members to make informed marketing decisions
- Created conversion-based copy for email newsletters delivered to over 100k subscribers bi-monthly
- Crafted blog posts, SEO optimized copy, social ads and print collateral

HydraFacial • Allergan • Cynosure • Thibiant Med Spa • Ziavic

Laughlin Constable • Digital Marketing Specialist

July 2015 - Nov 2016

- Performed content audits and competitor research to advise client content strategy
- Provided redirect strategy for a healthcare site redesign that resulted in a 143% increase in site visibility

RealTechniques • EcoTools • Sears Auto • Northwestern Medicine

Starcom Mediavest Group • SEO Consultant

Aug 2014 - July 2015

- Oversaw website optimization for seven Novartis brands including Excedrin
- Provided monthly performance reports and adjustment recommendations to the appropriate team members to execute changes

Excedrin • Benefiber • Triaminic • Theraflu • Lamisil • Prevacid

Rocket Clicks • SEO Copywriter

July 2013 - Aug 2014

- Wrote and edited digital content adhering to SEO best practices to improve client websites' rank in search engine results
- Assembled and led the social media department to reflect our fun company culture and represent Rocket Clicks as an industry leader

Tony Robbins • Exploring Ireland • Camping World • Tiemart