

JENN BRUNSON

Digital Marketing and Communications Professional

INFO



Location

Denver, Colorado
United States



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Email

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Website & Portfolio

JennBrunson.com

EDUCATION

MA / Digital Media

University of Denver
2007 - 2009

BA / Advertising & Public Relations

University of Central Florida
2003 - 2006

EXPERTISE

- Digital and Social Marketing
- Content Strategy and Production
- Email Marketing
- Demand and Lead Generation
- Project Management
- Analytics
- Paid Marketing | SEM | SEO

PROFILE

I am a digital marketing professional driven to elevate projects and organizations to success by leveraging data, marketing technology, and awesome, creative ideas. I strive to be a changemaker with a purpose and drive audiences to positive action through strategic communications and digital engagement.

EXPERIENCE

Director of Digital Marketing

Outdoor Industry Association / March 2016 - Present

- Develop and direct digital marketing, social, and content strategy to support and drive the organization's strategic goals and initiatives
- Create and conduct digital marketing and content campaigns, leveraging marketing automation and data
- Leverage analytics and lead tracking software to track ROI, optimize conversion, and track overall performance of content and campaigns
- Oversee implementation of member communications, web updates and edits, and deployment of content across digital and social channels
- Lead and build a digital marketing team including full-time and part-time staff, interns, contractors, and agencies
- Oversee improvements in usability and user experience
- Direct acquisition and development of new digital marketing technologies to support digital presence and content strategy
- Direct SEM and SEO strategy including Adwords and Social Advertising

Digital Marketing Manager

Outdoor Industry Association / May 2014 - March 2016

- Managed and implemented all email marketing and social marketing
- Managed all digital projects, campaigns, and communications
- Lead shift to intelligent content marketing
- Lead entire site redesign, CMS (Wordpress) launch, and tech strategy
- Managed digital team, production schedule, and web support requests

SOCIAL



LinkedIn

[linkedin.com/in/itsbrunson](https://www.linkedin.com/in/itsbrunson)



Instagram

[instagram.com/itsbrunson/](https://www.instagram.com/itsbrunson/)

TECHNICAL SKILLS

- Google Analytics
- Google AdWords
- Wordpress
- HTML
- CSS
- Pardot
- ExactTarget
- Salesforce
- TaskRay
- Basecamp
- Adobe Photoshop
- Adobe Illustrator
- Adobe InDesign
- Adobe Dreamweaver
- Adobe Premier
- Video production
- Audio production

INTERESTS



Paddling



Traveling



Music



Video



Nature



Photography

EXPERIENCE CONTINUED

Communications and Digital Coordinator

Outdoor Industry Association / May 2013 - May 2014

- Wrote and distributed press releases, social posts, and web content
- Maintained and published website content using HTML and CSS
- Captured video, photo, and audio for web, social, and press events

Digital Marketing Strategist

Skiershop / Stockli Ski USA / VT Peanut Butter / January 2011 - May 2013

- Acted as lead strategist and project manager on web site redesigns, usability, development, and platform implementations
- Created and published online content through graphic design, video production, and writing
- Developed strategy and implemented e-commerce and POS systems

Digital Media & Public Relations Manager

Washington Freedom of Women's Pro Soccer / August 2009 - December 2010

- Managed and enhanced website and social media while intertwining with PR and Marketing initiatives
- Created and implemented social media, web marketing, and PR campaigns and strategies
- Developed and implemented social media and PR strategies for athlete personalities
- Designed graphics for web, video, grassroots, and marketing campaigns
- Managed, directed, and edited all digital media projects, multimedia content generation, and pre/post video and audio production

Tech and Video Services Operation Assistant

University of Denver Athletics Dept. / September 2008 - June 2009

- Edited video and graphics for events, broadcasts, and web
- Directed live broadcasts for TV and web streaming
- Captured video for recorded productions and live broadcasts

Creative Assistant

Crystal Clear Concepts Advertising / December 2005 - August 2007

- Managed client accounts and media projects
- Assisted in copywriting for print and digital advertising
- Assisted in pre and post production for digital video and TV advertising