

BROOKE JENSEN

Mobile/Text: (941) 961-3361

thecomicrooke@gmail.com

www.linkedin.com/in/brookejensen

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OBJECTIVE

To curate my passion for clever content, clear visual communication, and delicious design.

EXPERIENCE

DIGITAL MARKETING MANAGER, DEALERS UNITED

SEPTEMBER 2013-PRESENT

BRANDING & MARKETING STRATEGY

- Transformed brand by developing its voice, revamping its logo, and building its brand manifesto
- Expanded database by 900 customers within 2 years through inbound marketing efforts
- Strategized integrated marketing campaigns around 30 products in company's portfolio
- Created 9 print campaigns distributed in a nationally acclaimed publication, Automotive News

WEBSITE DEVELOPMENT & OPTIMIZATION

- Pioneered the redesign of company's website, writing 8,358 lines of custom code to date
- Designed and developed the website's wireframes, page structures, messaging, and imagery
- Increased unique website visits from 8,066 to 24,546 in 3 months
- Tripled landing page and product page lead conversions by optimizing usability and A/B testing

CONTENT CREATION

- Enhanced resource library through infographics, case studies, and checklists
- Spearheaded blog and inbound marketing efforts, incurring 638 blog subscribers to date
- Authored 26 articles to date and supervised all outsourced content to ensure a unified blog

EMAIL MARKETING

- Managed all mass email correspondence and content for subscribers and customers, which involved planning, designing, writing, and sending over 4,300 email campaigns
- Diagnosed high subscriber list decay and streamlined "smart" marketing concepts such as buyer personas and segmentation to resolve it
- Increased email opens by an average of 3% and click-to-open rates by an average of 5% within 6 months

EDUCATION

ZIMMERMAN SCHOOL OF ADVERTISING & MASS COMMUNICATIONS

MAY 2016

- Bachelor of Arts in Mass Communication
- University of South Florida
- 3.8 GPA