

Jennifer Harris

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PROFILE

- Successful project and client management, marketing, and tactical strategist.
- Reputation of creating balance, efficiency, and ROI for a \$200 million dollar retailer and its vendors.
- Cross-channel experience in startup and corporate environments as well as an independent contractor.
- Event development and management for retailer and world-renowned vendors.

PROFESSIONAL EXPERIENCE

Management

- Budgeting: Oversee, plan, and execute \$200k+ ad budget including: digital, terrestrial, OOH, OTT
 - Company experienced 185% gross increase in revenue during my tenure.
- Campaign & Vendor management: Create and execute over \$900,000 in annual marketing agreements.
- Communications: Generate and operate weekly internal newsletter, oversee external messaging.
- Content creator: Email, LMS, podcasts, internal and external blog, video, social media platforms.
 - Content Manager: Seek out, develop, and oversee 10+ creators.
 - Created 1,000+ pieces of digital content over 10 years.
 - Started & produced two podcasts
- Email: Organize, create, deliver, and analyze external email strategy and communications.
 - Increased and maintained open and click through rate at 26% and 60% respectively.
- Develop and lead all social media marketing tactics for both retailer and national brands.
- Maintain marketing agency relationships, strategy, and tasks.
- Align original and native retail media content with national brands.
- Manage online e-commerce product development through relations with vendors.
- Create and execute company and vendor sponsored events, in-store and in the community.
- Built a community giving program; managed non-profit relationships.
- Oversee over 90 fairs, rodeoes, and community sponsorships in two states.

Client Relations, Sales and Education

- Coordinate weekly informative client meetings – managed all parties: senior client executives, internal, and outsourced personnel. Provided branding, marketing, and technical direction to Senior Executives.
- Implementation of media buys, quotes, copy direction, and editing.
- Created online training program for corporate community site; coordinated and oversaw training courses.
- Produced, implemented, and managed social media policies, procedures, and best practices at corporate, start-up and small business levels.
- Administered 24-hour customer response time for corporate community, blogs, search results, and social media platforms.
- Created metrics and measurable social media ROI in a time where “engagement” was only ROI.

Strategic Thought Leadership

- Consistently exceeded expectations as project manager both internally and to clients.
- Cultivated and maintained excellent working rapport with vendors and product representatives.
- Educated, trained, and implemented social media to others that are now very successful SM thought leaders.
- Monitored trends, planned accordingly and stayed on top and in front of competitors.
- Actively participate in staff and organizational meetings, offering constructive input and feedback.

PROFESSIONAL EXPERIENCE

Digital Marketing Manager: D&B Supply	2019 - 2021
Marketing Coordinator: D&B Supply	2017 - 2018
Internet Content Specialist and Social Media Wrangler: D&B Supply	2011 - 2017
Project Manager, Social Media Sales/Marketing: MPC, Citadel, Consillio, TSheets	2007 - 2011
Client Care, Business Development, Co-Owner: BlueLine Marketing	2005 - 2007
Sales & Customer Development: RC Willey, Taco Bell Arena, Idaho Steelheads	1999 - 2005

EDUCATION

M.A, Athletic Administration, University of Northern Colorado, Greeley, Co.	1997
B.S, Kinesiology, Colorado State University, Pueblo, Co.	1995