

JENNA OVETT

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PROFILE

Experienced B2B & B2C integrated marketer with a track record of increasing sales by leveraging marketing technology & automation to identify qualified leads & nurture relationships. Known for effectively managing projects to completion & improving processes.

EXPERIENCE

Digital Marketing Manager | Boulder, CO

HEAD RUSH TECHNOLOGIES — FEBRUARY 2020 TO PRESENT

- Business development: Design, manage, measure & optimize inbound & outbound marketing campaigns to drive lead generation & brand awareness. Run account based marketing campaigns to further develop key global distribution partners.
- SEO/SEM lead: Perform ongoing keyword discovery, expansion & optimization. Develop sales & traffic opportunities based on findings. Optimize copy & landing pages for search engine marketing & conversions. Help design, create & implement successful online ad campaigns.
- Marketing communications management: Manage web content development process, paid social marketing campaigns & email marketing campaigns for businesses, distributors & service centers. Improve & create sales tools.
- Reporting: Track, report & analyze website analytics. Create dashboards to aggregate weekly reporting & monitor KPIs relevant to the marketing funnel.
- CRM admin: Strategize & implement CRM architecture. Design & build marketing & sales automation, including defining lifecycle stages & feeding the sales pipeline with MQLs.

Marketing Technology Project Manager & Developer | Contractor, Remote

PEAK GRANTMAKING — JULY 2019 TO PRESENT

- Website developer: Setup hosting, customize & build PEAK2020.peakgrantmaking.org, a secure micro-site used to promote PEAK Grantmaking's annual conference.
- Email marketing manager: Establish & setup MailChimp account, including designing branded templates. Architect & organize data in a way that optimizes updates & list management. Build, test & schedule emails in accordance with best practices. Automate stages of email marketing journey. Curate public archive. Create & automate reports to deliver insights. Write & provide training materials for PEAK staff.

Individual Giving Marketing & Communications Manager | Boulder, CO

LEAVE NO TRACE CENTER FOR OUTDOOR ETHICS — JULY 2018 TO FEBRUARY 2020

- Membership marketing & communications: Develop comprehensive annual individual giving plan & strategy. Determine member benefits & incentives, & collaborate with partners on mutually beneficially promotions. Take campaigns from conception to delivery including: writing content for direct mail, emails, social & paid advertising; sourcing images & creating graphics; building landing pages & contribution forms; segmenting audiences; designing, building & scheduling targeted emails; recording results; & working with / hiring contractors & designers as needed.
- Demand generation: Create & execute strategies to increase awareness & grow list through Google Ads grant & paid accounts. Setup & monitor Google Ads campaigns. Guide organization on SEO tactics. Install & utilize remarketing tags.
- CRM management: Maintain database hygiene, including daily review of gifts & weekly de-duping. Increase efficiency by continually improving processes & automation. Address team needs in regards to database. Seek latest education to stay up-to-date on available functionality & future improvements.

- Major gifts lead: Derive new strategies & programs to increase major donations. Foster donor relationships. Facilitate board engagement & giving. Research donor trends.
- Web master: Point person for creation of new webpages or website processes. Main liaison between web agency and organization, including managing support tickets. Communicate & emphasize use of best practices (images sizes, blog tags, brand standards, etc.) to staff.
- Membership fulfillment: Hire, train & manage membership coordinator to help with mailing of donation tax letters, member cards & member gifts. Make thank you calls to target donors.
- Member care: Respond to constituent inquires in a timely & positive manner.

Marketing Technology Project Manager & Email Marketing Specialist | Contractor, Remote

GEORGIA CENTER FOR NONPROFITS & WORK FOR GOOD — JULY 2018 TO DECEMBER 2019

- CRM consulting: Work with Salesforce developer to map out the Lead to Contact journey, including automated engagement scoring. Provide guidance on management of subscriber preferences, cleaning of email records & layout of database fields.
- Forms & integrations specialist: Establish & setup Form Assembly account, build & design forms, map fields & connect to Salesforce. Sync email marketing platform with database using *Salesforce for MailChimp* app. Maintain all integrations & update processes in correspondence with new lead generation campaigns.
- Email marketing manager: Merge MailChimp accounts to reduce cost & duplicates. Architect & organize data in a way that optimizes list management. Design branded templates. Build, test & schedule campaigns in accordance with best practices. Automate stages of email marketing journey. Curate public archive. Train staff on MailChimp procedures.

Marketing Manager | Atlanta, GA

GEORGIA CENTER FOR NONPROFITS & WORK FOR GOOD — JANUARY 2017 TO JULY 2018

- Marketing operations: Execute strategic lead generation & engagement email campaigns using various SaaS platforms, implement A/B & multivariate testing using custom segmentation, & optimize SEM through Google AdWords. Install & manage tracking pixels (Google Tag Manager) & conversion goals. Monitor & maintain marketing & technology integrations. Ensure the cleanliness of data & build custom lists.
- Analytics & reporting: Measure campaign results & optimize future campaigns by running & analyzing reports (Google Analytics, Salesforce, etc.). Create processes to track key metrics & performance across program portfolio & develop dashboards. Work with Sales to track & manage lead flow & increase conversion rates at each stage of marketing & sales engagement.
- Project planning: Use schedules to plan & subsequently report progress within the project environment for the following initiatives: content strategy, product marketing, social, email, web, events & brand design. Drive task completion by following-up, mitigating dependencies & removing obstacles. Facilitate productive communications between team members.
- Social media management: Develop relevant content topics to reach the organization's target customers. Create, curate & manage all published content. Monitor, listen & respond to users while cultivating leads and sales. Increase reach using paid tactics (Facebook ads, LinkedIn ads, Twitter ads, etc.)
- Website management & development: Responsible for updating, maintaining & modifying web properties (Wordpress, Drupal, Madgex) including SEO, assisting in content uploads & improving the usability & conversion rates of web pages.
- Content strategy & editing: Contribute content for a multi-channel publishing program, including sourcing stories & interviewing sector leaders. Write & edit community section of quarterly magazine.

Marketing Consultant | Atlanta, GA

MOBILE POCKET OFFICE — APRIL 2016 TO JANUARY 2017

- Marketing strategy: Consult with business owners to systemize marketing processes & develop & deploy marketing automation. Grow & convert qualified audiences using paid advertising, lead generation tactics, content marketing & landing page optimization.

- Website development & design: Set up hosting, security & payment gateways. Design, code (CSS, HTML, etc.) & modify websites, from layout to function & according to client's specifications. Strive to create visually appealing sites that feature user-friendly design & clear navigation.
- CRM management: Configure CRM architecture, ensuring it works seamlessly across the organization & captures all required information at key points in the customer life cycle. Map customer journeys to analyze touch points & maximize opportunities.
- Business development: Sell creative ideas using strategic rationale & nurture client relationships.
- Project planning: Determine the scope, time & costs associated with projects. Document repeatable processes to optimize execution.
- Product development: Establish the strategy & implement the tactical to produce, publish, market & sell knowledge-based online courses.

Field Marketer & Mobile Educator | Mobile / Boulder, CO

LEAVE NO TRACE CENTER FOR OUTDOOR ETHICS — APRIL 2015 TO APRIL 2016

- Mobile education: Facilitate & coordinate logistics for outdoor ethics workshops, presentations & overnight trainings, averaging 16 events per month, in a variety of settings for audiences of all ages, sizes & levels of professionals – all while living & working out of a Subaru & camping over 200 nights a year.
- Content & social media marketing: Promote outdoor ethics & brand awareness through weekly blogging & daily social media posting. Monitor & respond to users & implement tactics to grow audience.
- Public relations: Contribute to media target goals. Persuade influencers to cover events & trends in outdoor ethics. Featured on ABC 23 & Channel 3 News.
- Field marketing: Responsible for generating new members, community partners & corporate sponsors at public-facing events.

Operations & Retail Manager / Whitewater Raft Guide | Bryson City, NC

ENDLESS RIVER ADVENTURES — APRIL 2013 TO APRIL 2015

Sales Associate | Asheville, NC

BLACK DOME MOUNTAIN SPORTS — MAY 2011 TO APRIL 2013

Zipline Guide | Asheville, NC

ASHEVILLE TREETOPS ADVENTURE PARK — AUGUST 2011 TO FEBRUARY 2012

EDUCATION

University of Georgia | Athens, GA

BACHELOR OF SCIENCE, GEOGRAPHY & ATMOSPHERIC SCIENCES — AUGUST 2007 TO MAY 2011

- Graduated Cum Laude as a Georgia HOPE Scholar Recipient with a 3.77 GPA

Certifications

- Google Analytics, Google AdWords
- Certificate of Supervision and Management, taught by former VP of United Way