

JEANA CHIPPS

marketing communications manager

PROFILE

I am an experienced digital marketing professional with solid supporting design abilities. I have worked in several facets of the field, including frontend web design, email marketing and ecommerce strategy. This perfect constellation of skills and experience have prepared me for the future of digital marketing. I believe that research of new trends, along with competitive analysis is the key to growth. In my next role, I want to utilize my project management skills to increase efficiency.

CONTACT



402 - 875 - 1235



jchipp76@gmail.com



linkedin.com/in/jeana-chipps



www.squarefishdesigns.com

SKILLS

Branding and Identity
Email Marketing
E-commerce
Graphic Design
Competitive Analysis
Marketing Strategy
Integrated Campaigns
Project Management
Social Media
Content Creation
PPC and SEO
Product Photography
Frontend and UX Design
Web Design

EDUCATION

Bachelor of Arts
Graphic Design
Bellevue University
Bellevue, Nebraska
2013 - 2015

Associate of Applied Science
Business Information
Southeast Community College
Lincoln, Nebraska
2004 - 2008

WORK EXPERIENCE

DIGITAL MARKETING BUSINESS ANALYST | SANDHILLS GLOBAL
3/2019 - Present

My main focus in this role is email marketing. My work has helped grow email list size with an increase of 52% for one brand and 25% (on average) for other brands. Website traffic from the email channel has also increased 63% when averaged across all brands. I accomplished this by:

- Creating responsive HTML templates that render correctly in major clients
- Assisting with the migration of a 50+ brand portfolio to a new ESP
- Designing graphics and writing copy to optimize email engagement
- Determining which KPIs to use for tracking email channel effectiveness
- Establishing best practices for email list pruning to improve deliverability
- Developing a playbook of resources to improve efficiency
- Ensuring all campaigns have consistent UTM tags for Google Analytics

E-COMMERCE DIGITAL MARKETING MANAGER | SPARTACO GROUP
10/2017 - 3/2019

My primary objective was to increase e-commerce sales. My work produced a 689% increase in sales through Amazon and a 40% increase (on average) for other online retailers including Home Depot, Lowes, Menards and Tractor Supply. I accomplished this by:

- Developing a product information database to streamline on-boarding
- Using product photography to improve visual appearance
- Adding feature/benefit statements to item descriptions
- Ensuring online product presentation accurately reflected the brand
- Producing enhanced digital collateral and compelling marketing copy
- Establishing relationships with distributors
- Analyzing competitor marketing strategies and promotional activities
- Reporting on sales activities to primary stakeholders

INTERESTS

Photography
Music
Movie Quotes
Animals
Technology
Design

WORK EXPERIENCE

MARKETING DIRECTOR | R ON I, INC.

2/2015 - 4/2017

My first marketing role which provided an opportunity to experience just about everything marketing. I consider this role the marketing gauntlet because it included an extensive list of responsibilities, including, but not limited to:

- Writing accurate and informative copy for all marketing channels
- Performing key word research to improve SEO
- Managing the design and launch of a new website
- Maintaining website and blog
- Designing brochures, technical manuals, trade show graphics and signage
- Establishing Google Analytics
- Implementing an email marketing program
- Posting to social media
- Producing product demonstration videos
- Obtaining product photography
- Planning and coordinating trade shows

TOOLS & TECHNOLOGY

Adobe Creative Suite

-Illustrator
-Photoshop
-Lightroom
-InDesign
-Premiere Pro
-Audition
-Acrobat

Airtable

Smartsheet

Facebook

Twitter

YouTube

LinkedIn

Instagram

Pinterest

Google Marketing Platform

-Analytics

-Tag Manager

-Search Console

Amazon Seller Central

WordPressEmail Service

Providers

-Constant Contact

-Mailchimp

-Iterable

-Mailjet

-Robly

CRM

CMS

Microsoft Office

-Word

-Excel

-PowerPoint

-Outlook

-OneNote

HTML

CSS

Litmus

Mailgun

REFERENCES

DEREK JUNDT

DIGITAL MARKETING ANALYST

Sandhills Global

402 - 540 - 0922

djundt21@gmail.com

TAMMY VAN CAMP

INSIDE SALES MANAGER

Spartaco Group

803 - 628 - 8358

vancamp.tammy@yahoo.com

BRET WACHTER

SALES & MARKETING MANAGER

R on I, Inc.

704 - 877 - 2744

bret.wachter@roni.com