

Jennifer Demartini

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Seeking to utilize social + digital marketing knowledge to deliver an engaging user experience.

Professional Experience

Eargo | Social Media Manager | June 2017 - Present

- Produce and manage long-term, comprehensive content marketing strategy, editorial calendar across Eargo's social media channels, blogs (owned and earned) and review sites (e.g. Yotpo) to ensure a consistent voice and effective storytelling
- Moderate and respond to comments and establish a consistent community culture and tone consistent with Eargo's brand and legal guidelines, drive conversions (sample kit request, phone call to sales representative or product purchase)
- Manage influencer marketing strategy and engagement to drive conversions from partner websites, social channels, etc.
- Analyze online conversations to guide engagement, advocacy strategy and use of content, including images and video, determine trends and report community insights
- Prepare and deliver social media and influencer marketing activities for executives and investors
- Cultivate media relationships to ensure strong coverage for all major initiatives, including product and content launches, reorganizations, special events, etc.
- Serve as key conduit to industry influencers, media, analysts, customers, business partners and other important stakeholders as an ambassador of the company
- Articles can be found at blog.eargo.com or Eargo's In the News [page](#)

Google Developer Studio at Google (Advanced Systems Group) | Social Media Specialist | February 2017 - March 2017

- Managed social media channels at Google Cloud Next '17, inaugural TensorFlow Dev Summit
- Owned end-to-end social media community management operations across multiple Google brands, including Google Developers, Android Developers and Firebase.
 - Tools included Blogger, Twitter, Google+ (including Collections and Communities), YouTube, Facebook, Medium
- Measured follower growth, post engagement, CTR, time spent on site, engagement per content type with Crimson Hexagon, Sprinklr, social channels/platforms

Academy of Art University | Conversion Marketing Manager September 2015 - February 2017

- Successfully launched automated workflows in Pardot's Engagement Studio based on key business processes to drive sales-qualified leads to admissions team
- Maintained lead nurturing strategy for each workflow through a email series, value-add content across conversion funnel per audience segment, including social media channels, landing pages and lead-generating forms
- Measure performance of conversion channels (social media like Facebook, Twitter, LinkedIn, WeHeartIt, as well as landing pages) A/B test copy and assets based on metrics such as post engagement, CTR, time spent on site, pages visited and actions taken once the user was cookied

Outbrain | Account Strategist July 2014 – September 2015

- Managed all aspects of content marketing campaigns for more than fifty clients across multiple verticals, like Salesforce.com, Walmart.com and FOX Sports in proprietary platform
- Lead weekly data analysis of key metrics to identify, recommend and implement changes for increasing the efficiency and overall performance of client programs based on CTR, time spent on site, conversion rate
- Interfaced with department leads/SMEs to share ideas, communicate service offerings, and to identify and deliver new solutions for clients

Sony Pictures Entertainment | Data, Project Analyst July 2012 – June 2014

- Optimized metadata and keywords of content synopses (features, series) to improve user search in media platforms like iTunes, Netflix, Hulu for product fulfillment
- Analyzed metadata workflow to streamline business process for proprietary internal fulfillment tool
- Built marketing communication deliverables (QRGs) to support company adoption of automated fulfillment system

SapientNitro, Bayshore Solutions | Account Associate January 2011 – July 2012

- Created, executed and analyzed social media strategy for vitaminwater and smartwater across multiple platforms and within branded online communities
- Developed brand tone/voice guide for social media channels and benchmark reports for PPC marketing campaigns to showcase follower and intended conversion rate growth, provide monthly tracking reports with data including post engagement, follower growth, actions taken within online communities through individual social platform metrics
- Conducted all facets of search engine optimization including keyword analysis, content enhancement, meta-tag optimization, link building
- Analyzed, monitored and optimized search engine rankings while managing PPC campaigns through Google AdWords, Google Analytics

Projects

Sulte Group | Growth Strategist (Consultant) June 2016 - December 2016

- Crafting disruptive, measurable growth hacking multi-channel campaigns to help increase conversions, user base for new-to-market products for clients like CoFoundersLab and 1000 Angels
 - Worked in social media platforms like Facebook, Twitter, LinkedIn, WebinarJam

Warner Bros. Entertainment | Word of Mouth Marketing Blogger (Consultant) October 2010 – July 2013

- Created, tracked and analyzed success of campaigns and initiatives to promote the shows “Gossip Girl,” “The Big Bang Theory,” and “Pretty Little Liars” through digital channels, PR/Blogger affiliate programs, and industry conferences like WOMMA, PromaxBDA
- Harnessed social media channels like Facebook, Twitter and Instagram, as well as blogging platforms, to post content surrounding Warner Bros.’ episodic content and campaigns and increase fan following

Education

- University of Florida | Journalism and Communications, Computer and Information Sciences
- Class Afloat | Associate of Arts, Anthropology and Sociology
- General Assembly | Data Analytics
- Udacity | Digital Marketing Nanodegree Program

Software Expertise

- Google AdWords, Google Analytics, Facebook for Business, Salesforce, Pardot, Marketing Cloud, Sysomos, Sprinklr, Crimson Hexagon, Keyword Planner, Blogger, Adobe Creative Suite, Microsoft Office