

# **Jennifer Yeboah**

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## **EDUCATION**

### **Fashion Institute of Technology, SUNY**

Bachelor of Science degree: Marketing and Advertising Communications

05/2014

## **EXPERIENCE**

### **Content Strategist**

New York, NY 10/2017-Present

### **Freelance/Contract**

- Create brand content, infographics, articles, and product copy within industries like insurance, e-commerce, non-profit, etc.
- Create Google Ads copy and keywords for evergreen campaigns and client program launches utilizing 10K+ spend
- Deliver recommendations and perform content audits for conversion and SEO management
- Assist brands to define brand voice, messaging and creative strategy on digital platforms
- Manage creative and content briefs for new client projects

### **NYC 311/Department of Information Technology and Telecommunications, New York, NY 04/2017-11/2017**

#### **Content Management Associate**

- Lead content writer for agency-wide Disability Initiative with the Mayor's Office for People with Disabilities
- Managed department and team content calendars for initiatives, new programs and events across all major NYC agencies
- Developed and launched agency service and web pages for external and internal platforms
- Collaborated across multiple departments and agencies on major CMS category projects and new content
- Brainstormed and created content redesigns in partnership with IBM Watson CRM Design Team; including strategy, copy, hierarchy and layout for site relaunch

### **The Hundred Year Association, New York, NY**

08/2012 – Present

#### **Digital Content & Marketing Consultant**

- Manage and update website content and layout using WordPress platform
- Create and coordinate all copy for social platforms, event listings, member news articles and site pages
- Create promotional material, press releases and targeted email campaigns using MailChimp for funding events
- Manage Google Ads campaign strategy for monthly programs and events with 10K budget
- Develop seasonal marketing campaign with 20K+ in donations raised for capital programs

### **Media Storm, Water Cooler Group Co. New York, NY**

11/2015 – 4/2016

#### **Associate, Paid Search and Social**

- Launched paid social and search campaigns across clients such as SundanceTV, El Rey, WEtv, and CMT
- Assisted with status calls and provided project goals to clients
- Monitored performance and budget of daily/weekly campaigns on Twitter, Facebook, Instagram and Google Ads for opportunities to improve targeting and SEO for client spend ranging 10K – 50K
- Researched market segments and created targeting, keywords and ad copy for paid social and search campaigns
- Delivered client facing weekly and monthly performance data reports on all KPIs via pivot tables
- Analyzed performance metrics to provide social posts recommendations for next steps in campaigns

### **Comcast Spotlight, New York, NY**

06/2014 – 10/2014

#### **Strategic Marketing Intern**

- Created Programming Highlights blog posts for top and premiering shows using Dreamweaver and Photoshop
- Updated and edited network pages, logos and top show information and demographic through Drupal CMS
- Researched and gathered TV network summaries, assets and demographics to create over 80 network one sheets for internal and external Ad Sale promotion assets
- Assisted with and edited Comcast product and feature decks for finalization of nationwide launch
- Created and uploaded network programming images for current and premiering shows on all Viacom networks
- Created and edited HTML for Nickelodeon Studio event materials to be used digitally across email campaigns

### **UNICEF USA, New York, NY**

02/2014 – 05/2014

#### **Content Intern**

- Researched and wrote content for blogs, feature articles and new landing pages using WordPress
- Edited and cataloged top performing content for full-site migration on to Drupal CMS
- Assessed and edited blog posts, keywords and SEO to increase visibility
- Conducted photo research for awareness campaigns, team news posts and materials

## **SKILLS**

Microsoft (Word, PowerPoint, Excel); Adobe (Photoshop, Premiere, Dreamweaver), Drupal, WordPress, Squarespace, WIX, ISIS, FileZilla, Siebel CRM, Slack, Asana, Google Doc, HTML, Google Ads, SEM, SEO, Facebook, Facebook Power Editor, Instagram, Twitter, Pinterest, Constant Contact, MailChimp, Eventbrite, Google Partners AdWords Bootcamp Certified