

Jen Lewis  
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# Jen Lewis, WORK EXPERIENCE

October 2016 - present

## Thanksgiving Coffee Company, **DIGITAL MARKETING COORDINATOR**

- Coming up with marketing calendar for the quarter ahead, for both wholesale and retail
- Crafting and publishing content on all social media marketing channels
- Designing and executing weekly email marketing campaigns with Mailchimp
- Segmenting email marketing campaigns for interest groups
- Overseeing travel plans for various conferences, retreats and expos
- Writing and editing blogs for the Thanksgiving Coffee blog

September 2014 - September 2016

## Nashelle Designs, **DIGITAL MARKETING MANAGER**

- Coming up with marketing plans for the quarter ahead
- Overseeing and creating the content to be published on all social media marketing channels
- Designing the email marketing campaigns with Constant Contact
- Designing business cards and print jobs for trade shows and events
- Overseeing photo shoots and taking product photography
- Organizing and editing wholesale and retail catalogs
- Coming up with new ideas to promote product
- Writing blog posts for weekly product blog
- Organizing events for local stores
- Organizing and overseeing travel arrangements and networking events
- Managing marketing team and assisting sales team
- Coordinating jewelry gifts to celebrities and lifestyle bloggers
- Working with the PR team to ensure our product gets in the right hands
- Writing press releases for events and new product releases
- Online reputation management for the CEO and founder of the company

September 2013 - November 2014

## Kilns Bookstore & Boutique, **MARKETING AND COMMUNICATIONS MANAGER**

- Creating marketing plans for the shop, on a nonprofit budget
- Moderator and content creator for social media presence
- Hiring and training new volunteers
- Scheduling volunteer shifts
- Ordering merchandise and transmitting into system
- Planning, marketing and executing author events
- Photographer and photo editor for social media posts
- Website editor and manager

August 2013 - March 2014

**The Justice Conference, CONTRACT SOCIAL MEDIA STRATEGIST**

- Content creator and moderator for The Justice Conference social media channels (Facebook, Twitter, Instagram) during the 2014 conference season
- Reporting and keeping track of social media reach
- Targeting Facebook Ads to preferred audience
- Running and moderating contests on social media
- Live-tweeting and moderating twitter feeds during conference
- Some photography and photo editing

October 2012 - September 2014

**The Growler Guys, SOCIAL MEDIA STRATEGIST**

- Moderator and content creator for all social media channels (Facebook, Twitter, Instagram, Pinterest, Constant Contact)
- Designer and content creator of email marketing campaigns in Photoshop Elements
- Consistent voice of The Growler Guys online
- Working with Facebook Ads to gain more followers and expand reach
- Together with the social media team, creating a strategy for franchise relations and social media postings for multiple locations throughout the Pacific Northwest
- Photographer for local tasting and tap takeover events

September 2010 - September 2013

**Smart Solutions, SOCIAL MEDIA AND WEB MARKETING STRATEGIST**

- Community moderator and content creator for all company social media accounts (Facebook, Twitter, Pinterest, Google+)
- Writer of the client social media guide
- Creator and analyst of Facebook ads for multiple clients
- Primary content creator for Smart Solutions web marketing blog
- Designer and primary content creator of Smart Solutions newsletter
- Manager, moderator and content creator for client social media accounts (Facebook, Twitter, Pinterest, Google+, Instagram, Blogs)
- Programs often utilized: Google Analytics, Google Webmaster, Google AdWords, Facebook Advertising, Twitter, Pinterest, Instagram, Google+, Constant Contact, Streamsend, MailChimp, Photoshop Elements, Excel, Word

2010 - 2014

**Gary Lewis Outdoors, GRAPHIC DESIGNER**

- Advertising designs for multiple businesses in magazine-style book

2008 - 2010

**Keller Williams Realty, WEBSITE MANAGER**

- Manager of home listings on three different websites: MLS, Craigslist, real estate sites

# SOCIAL media LINKS

**facebook.com/welcometojen** - **twitter.com/welcometojen** - **pinterest.com/welcometojen**  
**gplus.to/welcometojen** - **instagram.com/welcometojen** - **linkedin.com/in/welcometojen**

## References

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