Jennifer Blunt

An insatiably curious lifelong learner who is passionate about making people's lives better through technology and human-centered design.

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https://jenblunt.com

EXPERIENCE

Digital Strategist   Mediacurrent *(2018 - Present)*

- Analyze business problems, determine KPIs, and decide on research best practices, including a mix of quantitative, qualitative, and industry market data that will lead to success given constraints.
- Work cross-functionally with teams made up of 5 - 15 teammates consisting of Project Managers, Data Analysts, Developers, and Designers to roadmap.
- Develop and implement User Testing plans, which in one case led to the creation of digital reporting dashboards used by 100's of state employees and agencies.
- Create user journey maps, personas, and wireframes to guide and inform designs for websites consisting of 50 - 1,000's of pages.
- Audit sites for accessibility, usability, technical and on-page SEO issues. In one case, this improved organic traffic 147% year-over-year.
- Organize content into structured information architectures and SEO-friendly site navigation, which often increased organic traffic by at least 50%.
- Encourage user research within the organization and introduced 3 new deliverables around usability testing, navigation testing, and conversion rate optimization.

Digital Marketing Specialist   BealsCunningham Strategic Solutions *(2017 - 2018)*

- Conducted various A/B and Multivariate experiments through Google Optimize to increase conversion rates.
- Implemented TeamWorks (project management software) for Digital Marketing, Account Management, and Web departments. This modernized efficiency and collaboration between all departments.
- Spearheaded installing Google Tag Manager on all client sites and was solely responsible for all tracking implementation. This expanded conversion and interaction tracking services for all clients.
- Established automated reporting within AdWords and Facebook interfaces, which reduced time spent reporting by 50%.
- Revamped internal and client-facing reporting by setting up a reporting interface via TapClicks.
- Executed PPC and Display campaigns for large automotive & agricultural equipment eCommerce suppliers.

SEO and Data Specialist   Bigwing Interactive *(2015 - 2017)*

- Designed a standardized report utilized by the SEO team for monthly reporting, which resulted in a 50% decrease in the time specialist spent reporting each month by using API calls to Google Analytics and Search Console.
- Revamped conversion tracking and pixel implementation using Google Tag Manager, restructured conversion tracking and reporting.
- Demonstrated the need for data analysis and automated reporting, which led to the creation of the Data Analytics department and monthly reporting for all departments within the agency.
- Taught Content Marketers, Account Managers, and Paid Search team members how data insights can be used to guide client strategy.
- Increased several client's organic traffic by over 100% within a year using on-page and technical SEO tactics. Some clients saw increases in less than 6 months.

SKILLS

Digital Strategy

User Testing

Surveys

Card Sorting

User Interviews

Persona Development

Site & Information Architecture

Accessibility

User Journey Mapping

Wireframing

A/B Testing

Competitor Research

Data Analysis

Data Visualization

Dashboard Design

Search Engine Optimization

Content Optimization

Road Mapping

TOOLS

Research

Optimal Workshop

SurveyMonkey

Mural

Design

InVision

InVision Studio

Adobe XD

Adobe Illustrator

Sketch

Figma

Craft

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EXPERIENCE *(continued)*

Digital Content Administrator   Jasco Products Company *(2015 - 2015)*

- Accelerated profit of dot com sales for Home Depot by $180,000 in August 2015 by collaborating with Sales, Product Owners, and Customer Success teams.
- Improved traffic to content added to retailer CMS systems and blog content on Jasco's site by applying SEO principles and best practices.
- Authored engaging content for the Jasco blog on an ongoing basis to strengthened product and brand knowledge among customers.
- Coordinated with the sales team and conducted competitive research to identify opportunities to add new products to the retailer sites.

Digital Marketing Coordinator   Sonic Drive-In, Corporate HQ *(2013 - 2015)*

- Informed User Acceptance Testing and collaborated with Business Analysts, Developers, and Product Marketers to create and implement the CMS system that managed the digital assets for in-stall digital screens.
- Introduced solutions for increasing interaction and engagement between customers and the in-stall digital screens.
- Researched user experience solutions for Digital Menu Boards and LED Boards, and worked cross-functionally with other teams achieve improvements.
- Established, initiated, and maintained the CMS process timeline, which lead to an efficient workflow between Sonic and agency partners
- Optimized integrated marketing communications calendar for the CMS system to facilitate transparency between marketing teams and senior management.

NOTABLE CLIENTS

Commonwealth of Massachusetts	**Chemical Abstract Services**
MagMutual	**Truth Initiative**
Guardian Direct	**PatientLink**
Habitat for Humanity	**Penn State University**

CERTIFICATIONS

User Experience Strategist	**Digital Psychology Specialist**
Team W	*CXL Institute*
Google Analytics (GAIQ)	**Google Tag Manger Fundamentals**
Google	*Google*

EDUCATION

University of Central Oklahoma   *B.B.A in Marketing (2012 - 2014)*

Oklahoma City University   *86 hours earned B.S. in Dance Management (2010 - 2012)*

TOOLS

Data & Analytics

Google Analytics

Google Tag Manager

Google Data Studio

Google Optimize

Google Search Console

SuperSet

Supermetrics

TapClicks

SEO

Moz Pro

SEMRush

Screaming Frog

Ahrefs

DeepCrawl

Lighthouse Audits

GetStat

Authority Labs

CMS

Wordpress

Drupal

Custom Built

Languages

HTML5

CSS

JavaScript

Digital Productivity

JIRA/Confluence

TeamWorks

Mavenlink

Asana