



JENNIFER KJERSTAD

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Summary

Professional and dedicated media director with experience collaborating with colleagues to achieve sleek and streamlined experiences. Offers expertise in data marketing analysis, media production and management, and revising websites to improve function. Successful at managing multiple platforms while helping to maximize profits and create short and long term marketing strategies.

Skills

- Target audience research
- Creativity
- Ability to collaborate
- Strategic plan development
- SEO proficiency
- Content optimization
- Content generation and asset management
- Progress tracking
- Online marketing and advertising
- Brand development and awareness
- Google Analytics expertise
- Keyword analysis
- Film and Video Production
- Writing and editing scripts
- Editing videos
- Project management
- Premier Pro and FCP7 expertise
- Color correction and grading

Experience

2018 - Present | FREELANCER

05/2018 - Current

Self | Savannah, GA

- Improved short- and long-term digital marketing strategies.
- Directed social media and digital marketing strategy and initiatives to promote brand building, guest retention, engagement, reputation and revenue-focused activities.
- Utilized platforms such as Instagram, Facebook, and LinkedIn platforms on regular basis.
- Performed competitor analysis to identify high-value keyword and backlink options.
- Monitored client accounts for questions and feedback to provide exceptional experience for customers.
- Developed and implemented strategic, social media marketing plan.
- Tracked website analytics and reported findings to clients.
- Created and edited website design assets using Adobe Photoshop, InDesign and Illustrator.
- Populated and managed digital assets to organize and optimize published content.
- Built website content and designs using HTML and CSS.
- Developed motion graphics using After Effects.
- Designed websites, portals and large-scale web applications for multiple clients.

Media Director

03/2016 - 07/2018

ASI Dental | Denver, CO

- Established ongoing production calendar covering all projects and initiatives.
- Monitored the effectiveness of campaigns.
- Bought advertising space in magazines or newspapers and purchased advertising time on the radio.
- Analyzed consumer data to establish optimal media outlet variation and resource allocation for promotional strategies.
- Built relationships and professional rapport with multiple media sales companies.

- Interviewed guests and filmed segments, which would be used in nightly news stories.
- Compiled video from outside sources and edited it for use in news broadcasts.
- Dispersed contracts and scripts to all appropriate stakeholders, including cast and crew members.
- Worked closely with engineers to learn ins-and-outs of dental equipment production.
- Compiled content from various sources to create promotional and customer service videos.
- Kept video libraries and related documentation organized for easy retrieval.
- Edited completed work to adjust sound, video quality and run time.

Editor

02/2015 - 03/2016

YSPN | Denver, CO

- Scheduled studio time for photoshoots and contacted subjects and photographers.
- Maintained camera and photography equipment and performed repairs.
- Collaborated with clients to guarantee satisfaction with photos.
- Cropped, manipulated and performed color-balance for final images.
- Demonstrated self-reliance by meeting and exceeding workflow needs.

Education and Training

Some College (No Degree): Post Production

Colorado Film School | Aurora, CO

Associate of Science: Web Development And Design

12/2019

University Of Denver | Denver, CO

Bachelor of Arts: Design And Visual Communications

Expected in 05/2022

Parsons The New School For Design | New York, NY