

J. HOWARD

Jenna Howard

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www.jmhoward.design



EDUCATION

MASS COMMUNICATIONS

Bachelor of Arts
GCSU, Milledgeville
2011-2015

HARD SKILLS

Adflow & Vitalcast
Adobe Suite
Budgeting and Scheduling
Task Management
CMS Contenting
Email Marketing
Microsoft Office
Google Analytics
Social Media Marketing

SOFT SKILLS

Communication
Critical Thinking
Decision-Making
Expectations Management
Negotiation
Organization
Research/Info Gathering

EXPERIENCE

PROJECT MANAGER

Third Wave Digital

July 2018 - Present

- Administering projects for national and small business campaigns over their lifecycles
- Executing complex digital communications on behalf of key clients (i.e. 7-Eleven)
- Client liaison with 3rd party vendors GSP, Adflow, NCR, GSTV (Verifone)
- Managing creative assets, communicating creative requirements to production team
- Creating and managing new campaigns/schedules to ensure content hits >200 stores
- Responding to changes and evolving marketing decisions that occur on weekly/daily basis
- Maintaining a written and/or visual matrix that reflects both content and format variations for menus boards across all regions, store types, and day parts
- Web support for client sites including content updating and campaign design for sites that have netted +2 million views.

DIGITAL SALES SPECIALIST

13WMAZ TEGNA

Sept 2017 - July 2018

- Designed sites for local/national businesses (netted 3,000+ events and 29,000+ views)
- Ran seasonal Facebook campaigns in-house that brought 31,000+ clicks
- Built and maintained advertisers' news tickers for broadcast
- Monitored creative quality control across the digital department
- Assisted sales team in meeting their quarterly goals
- Controlled in-house creative production to reduce outsourcing

CREATIVE DIRECTOR

KEYBAR

Jan 2016- Sep 2017

- Supervised marketing, graphics, and advertising for website, social, and print
- Created, directed, and edited instructional and promotional videos in Premiere Pro
- Revamped website with updated high-quality, consistent, on-brand imaging
- Pioneered the use of Facebook advertising (netted \$41,000+ in the first quarter)
- Drove social media strategy, customer relations, and account moderation