

# JANE WEGGENMANN

## CONTACT

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Wilmington, NC

## EDUCATION

**California Polytechnic State University,  
San Luis Obispo | 2014 - 2017**

Bachelors of Science in Business

Administration; Concentration in

Marketing Management. Dean's List.

American Marketing Association.

## MEDIA MANAGEMENT

- Facebook Ads Manager
- Google Ads
- Display & Video 360
- Campaign Manager 360
- Snapchat Ads Manager
- TikTok Ads Manager
- Pinterest Ads Manager

## ANALYTICS

- Excel
- Tableau
- SQL
- Google Analytics
- Adobe Analytics

## WEB & DESIGN

- Adobe Illustrator
- Adobe InDesign
- HTML
- CSS
- JavaScript

## CERTIFICATIONS

- Google Analytics Certification | 2021
- Web Development Certification  
(CareerFoundry) | 2021

## EXPERIENCE

**Booyah Advertising | Digital Marketing Agency** (#1 on Denver Post's Top Workplaces,  
#9 on Ad Age's 2022 Best Workplaces)

### Digital Media Strategist | January 2022 - Present

- Direct \$15M+ annual paid media spend across multiple ad platforms for the largest client at our marketing agency. Client is an international leader in FinTech industry.
- Conduct research on target market and competitors to inform development of new marketing strategies. Continuously analyze marketing data to optimize campaigns and improve performance against client KPIs.
- Act as leader on the team, providing mentorship and growth opportunities to team members. Able to motivate team members and cultivate a positive team environment.

### Data Analyst | June 2021 - January 2022

- This new position was created, as I had been recognized by Director for advanced expertise in reporting development and data analysis for high-profile FinTech client.
- Built client-facing data visualization dashboards in Tableau to showcase marketing performance against primary KPIs. Developed training material for agency on Tableau.
- Used advanced data analysis to compare marketing performance across Facebook, Google Analytics, and internal client data. Recommend strategy shifts for large e-commerce client to improve measurement of marketing campaign success and ROI.

### Digital Media Manager | June 2019 - June 2021

- Planned, executed and optimized ongoing marketing campaigns for clients across multiple verticals. Implemented tests across ad copy, ad units, creative, and audiences.
- Communicated marketing strategy and performance on a weekly basis to a wide range of stakeholders through performance calls, QBRs, and media plan presentations.
- Managed a Media Coordinator and provided growth opportunities, training and feedback. Effectively led her in achieving quarterly goals, resulting in her promotion.

**YellowDog | Design, Printing and Marketing Agency** (#1 on ColoradoBiz Best Printers,  
Runner-Up on ColoradoBiz Best Marketing/Advertising Agency)

### Account Manager & Marketing Manager | March 2018 - June 2019

- Managed print, design, and marketing projects for 100+ clients across variety of verticals. Led communication between sales, design, and print production teams to ensure smooth and timely delivery of final projects to client.
- Developed the Marketing department and established presence on all social media platforms. Designed marketing collateral for digital and print marketing campaigns.
- Led community and industry involvement by attending local non-profit events and organizing booths at industry tradeshows.

**Ygrene Energy Fund | Energy Efficiency Project Financing** (National Leader in PACE  
(Property Assessed Clean Energy) Financing)

### Marketing Intern | June 2016 - September 2016, June 2017 - September 2017

- Assisted Marketing Manager in planning industry tradeshows, designing marketing collateral materials, and gathering content for social media marketing
- Coordinated timelines and organized details of new company website development and collaborated with internal marketing team and external web development agency.
- Independently led project to gather customer reviews and analyzed feedback to understand consumer pain points. Presented research and insights to CMO.