

# Jennifer Blunt

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

hi@jenblunt.com

918-605-2657

<https://jenblunt.com>

## EXPERIENCE

### Digital Strategist Mediacurrent (2018 - Present)

- Gather insights from qualitative and quantitative data, industry benchmarks, and personal experience to create a comprehensive digital strategy and align cross-functional, internal, and external teams with business goals.
- Work cross-functionally with Project Managers, Data Analysts, Developers, and Designers to roadmap projects and define success within an agile environment.
- Create and implement User Testing plans, which in one case led to the creation of digital reporting dashboards used by state employees and agencies.
- Create user journey maps and document user flows to find points of friction or inaccessibility and increase user interaction.
- Audit sites for accessibility, usability, technical and on-page SEO issues. In one case, this led to a 147% increase in organic traffic year-over-year.
- Organize content into structured information architectures and create SEO-friendly site navigation.
- Created and lead the first SEO Workshop for Mediacurrent, as well as formalized SEO processes and introduced new deliverables such as the technical SEO audit.

### Digital Marketing Specialist BealsCunningham Strategic Services (2017 - 2018)

- Conducted and lead various A/B and Multivariate experiments through Google Optimize in order to increase conversion rates.
- Lead the implementation of TeamWorks (project management software) for Digital Marketing, Account Management, and Web departments. This increased project efficiency and collaboration between all departments.
- Spearheaded installing Google Tag Manager on all client sites and was solely responsible for all tracking implementation. This led to more accurate conversion and interaction tracking for all clients.
- Setup automated reporting within AdWords and Facebook interfaces, which decreased time spent reporting.
- Responsible for setting up a reporting interface via TapClicks for both monthly internal reports and client-facing reporting.
- Ran PPC and Display campaigns for large automotive & agricultural equipment eCommerce suppliers.

### On-site SEO & Data Specialist Bigwing Interactive (2015 - 2017)

- Used API calls to Google Analytics and Search Console to build 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.
- Implemented conversion tracking and pixel implementation using Google Tag Manager, which lead to improved conversion tracking and reporting.
- Demonstrated the need for data analysis and automated reporting, which lead to the creation of the Data Analytics department and automated monthly reporting for all departments within the agency.
- Provided data insights to specialists from Content Marketing, Account Management, and Paid Search teams to help guide client strategy.
- Increased several client's organic traffic by over 100% within a year using on-page and technical SEO tactics - some 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

On-Page & Technical SEO

Content Optimization

Project Road Mapping

## TOOLS

### Research

SurveyMonkey

Google Forms

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)

- Increased profit of dot com sales for Home Depot by \$180,000 in August 2015 by collaborating with Sales, Product Owners, and Customer Success teams.
- Applied SEO principles and practices to content for retailer CMS systems and blog content for Jasco's site.
- Responsible for creating engaging content for the Jasco's blog on an ongoing base to drive product and brand knowledge.
- Worked with sales team and conducted competitive research to identify opportunities to add new products to the retailer's site.

### Digital Marketing Coordinator Sonic Drive-in, Corporate HQ (2013 - 2015)

- Lead User Acceptance Testing and collaborated with Business Analysts, Developers, and Product Marketers to create the CMS system to manage the national I.C.E. initiative (drive-in stall screens).
- Provided solutions for increasing interaction and engagement between customers and the in-stall screens.
- Researched user experience solutions for Digital Menu Boards and LED Boards, and worked cross-functionally with other teams towards implementation.
- Created, implemented, and maintained the CMS process timeline, which lead to an efficient workflow between Sonic and agency partners.
- Optimized integrated marketing communications calendar for POPS/CMS to increase transparency between marketing teams and senior management.

## NOTABLE CLIENTS

Commonwealth of Massachusetts  
MagMutual  
Guardian Direct  
Habitat for Humanity

Chemical Abstract Services  
Truth Initiative  
PatientLink  
Dean McGee Eye Institute

## CERTIFICATIONS

Applied Neuromarketing  
*CXL Institute*

SEO Fundamentals & Technical SEO  
*SEMrush*

Google Analytics for Power Users  
*Google*

Google Tag Manger Fundamentals  
*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 *(continued)*

### 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