

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)

- Define 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 projects.
- Create 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 led to a 147% increase in organic traffic year-over-year.
- Organize content into structured information architectures and create SEO-friendly site navigation, which often lead to at least 50% increase in organic traffic.
- Champion user research within the organization and helped create 3 new deliverables around usability testing, navigation testing, and conversion rate optimization.

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 by 50%.
- 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 blog on an ongoing basis to drive product and brand knowledge.
- Worked with 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)

- 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

User Experience Strategist
Team W

Google Analytics (GAIQ)
Google

Digital Psychology Specialist
CXL Institute

Google Tag Manager 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