Jenny L. Ivy

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SUMMARY

- Skillful website specialist with over a decade of experience in site maintenance and digital content management.
- Proficient in UI/UX best practices, SEO, social media strategy, writing, and editing.
- Certificate in full-stack web development and expertise with HTML, CSS, and other technologies.

TECHNICAL SKILLS

- **SEO/Metrics:** SEMRush, Screaming Frog, Google Analytics, Omniture, Adobe Analytics, Chartbeat, Siteimprove
- **Project Management:** Jira, Asana, Microsoft Teams, Trello, Workfront
- **Languages:** HTML5, CSS3, JavaScript, Sass
- **Development Tools:** Visual Studio Code, Figma
- **APIs & Libraries:** Node.js, jQuery, Express.js, React, Sequelize
- **Version Control:** Git, GitHub

- **CSS Frameworks:** Materialize, Bootstrap
- **Databases:** MySQL, MongoDB
- **Content Management Systems:** Drupal, SharePoint, WordPress, Kentico
- **Other:** AP Style, Microsoft Office, Adobe Creative Suite (including Dreamweaver, InDesign, Photoshop, Illustrator, Acrobat Pro, and InCopy), Constant Contact, Final Cut Pro, Slack, Canva

RELEVANT EXPERIENCE

DIGITAL DELIVERY SPECIALIST (Contract), Janus Henderson Investors (Denver, CO)
June 2023 — December 2023
- Delivered day-to-day management of web publishing and digital projects across 70+ websites in 9 languages.
- Quickly learned how to navigate a complex, multi-site WordPress CMS.
- Worked closely with international stakeholders, as well as UX/UI collaborators, to build and maintain web pages, ensuring adherence to design guidelines and regulatory compliance.
- Used HTML, CSS, and a page-builder plugin to customize and responsively style website pages, promotional banners, tables, images, and other digital elements.
- At times, I oversaw the complete life cycle of web pages from concept to finish.
- Mastered software that integrates with WordPress to manage data, documents, and international translations.
- Improved overall site accessibility and performance scores using Siteimprove software analytics.

DIGITAL WEB CONTENT SPECIALIST, MGMA (Englewood, CO)
June 2022 — October 2022
- Managed content and quality assurance across digital and eCommerce platforms on MGMA.com.
- Contributed to the development and ongoing maintenance of web content and page layouts, including the creation of new landing pages and original HTML code for user-friendly elements.
- Created engaging and SEO-friendly web content using Kentico CMS with several pages moving up to top-ranking positions on search engine results pages (SERPs).
- Published content while thinking globally to understand how changes impact other areas of the site.
- Worked with the marketing leadership team to understand and implement a strategy to enhance web user experience based on data analysis.

DIGITAL DISTRIBUTION PRODUCER, KDVR FOX31/CHANNEL 2 NEWS (Denver, CO)
October 2020 – April 2022

- Responsible for posting stories, videos, and images to KDVR.com, with a focus on producing compelling headlines and content while implementing effective SEO best practices.
- Consistently monitored breaking local and national news and ensured important content and digital assets published to all platforms as needed. This included creating app push alerts.
- Managed social media accounts during shifts. Accounts included Twitter, Facebook, and Instagram.
- Clipped video using Anvato and attached videos to stories within WordPress.
- Part of a digital team that won a 2022 regional Edward R. Murrow Award.

DIGITAL CONTENT PRODUCER, New Hope Network/Informa (Boulder, CO)
November 2016 – June 2018
- Created and managed all digital content for deliciousliving.com, its e-newsletters, and its social media channels.
- Effectively helped to increase the number of unique visitors and website visits by more than 20% year over year.
- Under strict deadlines, drafted, edited, and deployed three e-newsletters per week that generated around 20% of weekly website page views.
- Created images and graphics using Photoshop and Canva.
- Identified SEO opportunities and optimized content accordingly.

SEO CONTENT ASSOCIATE, PaperStreet (remotely worked in Denver for company based in Fort Lauderdale, FL)
August 2015 – November 2015
- Responsible for on-page optimization as needed for client websites.
- Drafted and revised website architectures for new and existing clients.
- After performing full website audits, consulted on content creation for SEO optimization.
- Optimized content for clients' social media platforms, including YouTube, Facebook, and LinkedIn.
- Analyzed client websites for content quality and to ensure website was meeting SEO best standards.
- Assisted with copywriting as needed, including writing title tags, H1 tags, and meta descriptions.

WEB EDITOR, Emlen Media (Denver, CO)
June 2014 – August 2015
- Produced and edited content for greenbuildingnews.com and hconews.com.
- Wrote and managed content for monthly newsletters.
- Contributed monthly articles to print publications.
- Assisted with edits for online and print publications as needed.
- Managed media kit production for two online publications.
- Responsible for social media management and engagement.

MANAGING EDITOR, Summit Business Media (Centennial, CO)
March 2007 – August 2012
- Managed content flow and ensured deadlines were met for *Boomer Market Advisor*, *Bank Advisor*, and *Benefits Selling* magazines, along with BenefitsPro.com.
- Used metrics and followed SEO practices to drive online content strategy and enhance brand awareness.
- Learned HTML skills for daily and weekly e-newsletter production.
- Oversaw social media presence and outreach.
- Responsible for quality assurance, including writing and editing digital and print content.
- Edited and uploaded video files to website using Final Cut Pro video-editing software and YouTube.

EDUCATION

- **Bootcamp Certificate in Full-Stack Web Development** — University of Denver, 2019
- **B.A. Technical Journalism, English Minor** — Colorado State University, 2006