

JENNY IVY

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SUMMARY

- Full-stack web developer with experience in digital media management and web content production.
- Skillful writer and editor who is passionate about web development and content creation.
- Proficient in SEO best practices.
- Driven, tech-savvy and organized problem solver who brings a background in digital and print project leadership.
- B.A. Technical Journalism — Colorado State University, 2006
- Bootcamp Certificate in Full-Stack Web Development — University of Denver, 2019
- 2010 Jesse H. Neal Award nominee, Best Single Article.

TECHNICAL SKILLS

- **Languages:** HTML5, CSS3, JavaScript, Sass
- **Development Tools:** Terminal, Visual Studio Code
- **Version Control:** Git, GitHub
- **APIs & Libraries:** Node.js, jQuery, Express.js, React.js, Sequelize, Mongoose, Handlebars.js
- **CSS Frameworks:** Materialize, Bootstrap
- **Databases:** MySQL, MongoDB
- **Content Management Systems:** WordPress, Drupal, SharePoint
- **Other:** Heroku, Microsoft Office Suite, Adobe InDesign, Adobe Dreamweaver, Final Cut Pro

PREVIOUS EXPERIENCE

Digital Content Producer, New Hope Network (Boulder, Colo.)
Nov 2016-June 2018

- Created and managed all digital content for deliciousliving.com and its social media channels.
- Managed all communication with an influencer network of more than 500 bloggers.
- Drafted, edited and deployed three e-newsletters per week.
- Brainstormed content ideas for both print and digital products.
- Identified SEO opportunities for deliciousliving.com and optimized content accordingly.
- Analyzed and presented website metrics in weekly content team meetings.
- Represented New Hope Network at bi-yearly expos.

SEO CONTENT ASSOCIATE, PaperStreet (Fort Lauderdale, Fla.)
August 2015–November 2015

- Responsible for on-page optimization as needed for client websites.
- Drafted and revised site architectures for new and existing clients.
- Consulted on content creation for SEO optimization.
- Optimized content for client 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 and meta descriptions.

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WEB EDITOR, Emlen Media (Denver, Colo.)

June 2014–August 2015

- Produced and edited content for two online publications.
- Wrote and managed content for monthly newsletters.
- Contributed articles to print publications on a monthly basis.
- 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.

CONTRACT DOCUMENT EDITOR/PROCESSOR, EKS&H LLLP (Denver, Colo.)

November 2013–June 2014

- Provided quality assurance for print and electronic client deliverables.
- Formatted, proofread, edited and finalized letters, proposals, tax returns and notices.

PROJECT EDITOR, American Animal Hospital Association (Lakewood, Colo.)

October 2012–June 2013

- Coordinated production for three periodicals, including a bi-monthly e-newsletter, a monthly trade publication and a bi-monthly scientific and medical journal.
- Responsibilities included assigning articles, tracking invoices, editing content and developing content strategies.
- Managed bi-monthly e-newsletter production and created its editorial calendar.
- Established production schedules for print and web projects and maintained workflow.
- Tracked web content performance through Google Analytics.
- Wrote articles for monthly trade publication, *Trends Magazine*.
- Assisted with new book production for AAHA Press.

MANAGING EDITOR, Summit Business Media (Centennial, Colo.)

Benefits Selling magazine, *Boomer Market Advisor* magazine, *Bank Advisor* magazine, and benefitspro.com

March 2008–August 2012

- Managed content flow and ensured deadlines were met.
- Used metrics and followed SEO practices to drive online content strategy and enhance brand.
- Oversaw social media presence and outreach for benefitspro.com.
- Worked with marketing team on search-engine marketing and optimizing content.
- Responsible for quality assurance. Wrote, edited and proofread web and print content.
- Recruited and managed contributing writers and tracked invoices.
- Collaborated with art directors on editorial layout and style for magazines.
- Represented magazines and website at industry events and conferences.
- Managed production for daily and weekly e-newsletters.
- Edited and uploaded video files to the website using Final Cut Pro video-editing software and YouTube.

MANAGING EDITOR, American Trade Publishing (Broomfield, Colo.)

Broker/Associate magazine (Denver, Northern Colorado and Southern Colorado editions)

March 2007–February 2008

- Promoted from associate editor to managing editor within four months.
- Ensured all deadlines were met and products were delivered on time and on budget.
- Coordinated with freelancers, volunteer writers, industry experts and photographers to acquire articles and photos.