

Jenny Ivy

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SUMMARY

- Bootcamp Certificate in Full-Stack Web Development — University of Denver
- B.A. Technical Journalism, English Minor — Colorado State University
- Skillful writer and editor who is passionate about web development and digital content management.
- Proficient in SEO best practices.
- Proficient in AP Style.
- Experience with video-editing software.
- Driven, tech-savvy and organized problem solver with a background in digital and print project leadership.
- 2010 Jesse H. Neal Award nominee, Best Single Article

TECHNICAL SKILLS

- **Languages:** HTML5, CSS3, JavaScript, Sass, PHP
- **Development Tools:** Terminal, Visual Studio Code
- **Version Control:** Git, GitHub
- **APIs & Libraries:** Node.js, jQuery, Express.js, React, Sequelize, Mongoose, Handlebars.js
- **CSS Frameworks:** Materialize, Bootstrap
- **Databases:** MySQL, MongoDB
- **Content Management System (CMS) Development:** WordPress, Local by Flywheel
- **CMS Experience:** Drupal, SharePoint, WordPress
- **Other:** Heroku, Microsoft Office Suite, Adobe Creative Suite (including Dreamweaver, InDesign, Photoshop, Illustrator, Acrobat Pro, and InCopy), Omniture, Adobe Analytics, Google Analytics, Final Cut Pro, Slack

RELEVANT EXPERIENCE

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 ensures important content and digital assets are published to all platforms as needed. This included creating app push alerts and posting to social media.
- Managed social media accounts during shifts. Accounts include Twitter, Facebook and Instagram.
- Clipped video using Anvato, a cloud-computing technology, and attached video to stories within WordPress.
- Worked with reporters and producers to ensure all essential on-air content is appropriately posted to web.
- Part of a digital team that won a 2022 regional [Edward R. Murrow Award](#).

ENTRY-LEVEL WEB DEVELOPER (Part-Time), 515 Media (Littleton, CO)

May 2020 – May 2020

- Maintained and updated client websites through WordPress development as needed.
- Assisted in WordPress development and design.
- Provided support in quality assurance for client websites, ensuring content, images and other digital assets meet client standards.
- Consulted on client website design and content strategy.

DIGITAL CONTENT PRODUCER, New Hope Network (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 number of unique visitors and website visits by more than 20 percent year over year.

- Under strict deadlines, drafted, edited and deployed three e-newsletters per week that generated around 20 percent of weekly website page views.
- Created images and graphics using Photoshop and Canva.
- Responsible for troubleshooting user interface issues and would seek out technical solutions, including resolving HTML coding errors on the website and in HTML email templates.
- Managed all communication with an influencer network of more than 500 bloggers. This communication included designing and writing weekly e-newsletters sent to blogger list.
- Brainstormed content ideas for both print and digital products.
- Identified SEO opportunities for deliciousliving.com and optimized content accordingly.

SEO CONTENT ASSOCIATE, PaperStreet (remotely worked in Denver for company based in Fort Lauderdale, Fla.)

August 2015 – November 2015

- Responsible for on-page optimization as needed for client websites.
- Drafted and revised website architectures for new and existing clients.
- 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 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 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.

MANAGING EDITOR FOR BENEFITSPRO.COM, Summit Business Media (Centennial, CO)

July 2011 – August 2012

- Managed content flow and ensured deadlines were met.
- Used metrics and followed SEO practices to drive online content strategy and enhance brand.
- Learned HTML skills to oversee all aspects of e-newsletter production.
- Oversaw social media presence and outreach.
- Responsible for quality assurance. Wrote, edited and proofread digital content.
- Recruited and managed contributing writers and tracked invoices.
- Edited and uploaded video files to website using Final Cut Pro video-editing software and YouTube.

ADDITIONAL EXPERIENCE

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| CONTRACT DOCUMENT EDITOR/PROCESSOR, EKS&H LLLP (Denver, CO) | Nov. 2013–June 2014 |
| PROJECT EDITOR, American Animal Hospital Association (Lakewood, CO) | Oct. 2012–June 2013 |
| MANAGING EDITOR FOR <i>BENEFITS SELLING</i>, <i>BOOMER MARKET ADVISOR</i> AND <i>BANK ADVISOR</i> MAGAZINES, Summit Business Media (Centennial, CO) | March 2007–July 2011 |
| MANAGING EDITOR, American Trade Publishing (Broomfield, CO) | March 2007–Feb. 2008 |

EDUCATION

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

REFERENCES AVAILABLE UPON REQUEST