

# Jen Jones

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**SOFTWARE ENGINEER IN ST. LOUIS, MO**

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I am passionate about how digital experiences can influence and improve human behaviors. From tailored ad experiences to intuitive software, I

## LANGUAGES

- JavaScript
- R
- STATA
- Java
- MATLAB
- HTML5/CSS3

## FRAMEWORKS

- AngularJS

## DATABASES

- MySQL

## TOOLS

- IntelliJ
- RStudio

## WORK EXPERIENCE

**Product Marketing Manager**, Air Cleaning Specialists, Fenton MO, November 2019 – Present

- Produce marketing materials that combine product value propositions with company values
- Foster relationships with distributors and participate in co-branded trade show activities
- Brief Key Stakeholders in weekly meetings to assess urgent needs, provide progress updates on product rollouts, and monitor ad spend to revenue ratios
- Mobilize cross-functional teams of software developers, engineers, sales, and executive leadership to assess brand strategies and product development
- Executed a full rebrand of 2 product lines to create voices that better speak to the target market
- Successfully manage multiple tradeshow events per year
- Developed internal ops process that simplified task management
- Oversaw product rollout that achieved net-profitability within 90 days
- Determine market viability and resource allocation by projecting go-to-market costs and predicting revenue based on previous sales data
- Implemented a streamlined process for rolling out new products that could easily be replicated

**Digital Marketing Manager**, Air Cleaning Specialists, Fenton MO, April 2018 – November 2019

- Reduced monthly spending on paid ad campaigns by 40% without sacrificing performance of Key Performance Indicators (KPI's)
- Optimized landing page designs, increasing conversion rate by 50%
- Analyzed keyword performance data using statistical tools and created custom reports
- Implemented Google Tag Manager across 9 separate domains, giving key stakeholders a wealth of new insights into the customer journey
- Restructured Google Ads campaigns to improve performance and adapt to Google Core updates

**CRM Coach Intern**, Less Annoying CRM, St. Louis, MO, May 2017 – August 2017

- Maximized client's ROI by creating custom workflows that improved productivity
- Performed gap analysis from client feedback in order to develop new features that improve overall UX
- Educated potential clients by conducting product demos
- Improved data migration process by writing a custom R code that standardized the client's legacy data

## EDUCATION

**LaunchCode**, LC101 Programming Course — 2022

**Saint Louis University**, Political Science & Mathematics — 2018

