

Jahnel Madarang

Objective

seeking to apply my technical and interpersonal skills to an organization that strives to create a positive social impact within its communities

Education

Bachelor of Arts in Business Administration, June 2010

University of Oregon

Concentrations: Information Systems and Operations Management & Marketing

Minor: Communications

Work Experience

Regional Subject Matter Expert – Assure Affinity Empowering June 2021 – Present

- Support a team of 100+ logistic coordinators and leads with Assure, Affinity's web technology platform that helps plan and manage COVID-19 testing for K-12 schools and select non-profits
- Create Azure DevOps tickets to escalate issues to the development team
- Prepare weekly analysis reports for the Department of Health and Human Services

Campaign Analyst July 2014 – Aug. 2015 Quantcast

- Combined audience analytics, seasonality insights, industry trends and client feedback to develop effective strategies that maximized campaign performance and increased revenue
- Recommended ad spending and placement strategy during pre-campaign launch
- Collaborated with the engineering team to improve internal tools and processes

Marketing Manager May 2018 – May 2021 Be Good to People®

- Designed and launched new e-commerce, non-profit and online community websites with Shopify, Weebly and Mighty Networks platforms
- Branded Mailchimp email marketing campaigns with HTML and CSS
- Managed social media accounts, e-commerce website and customer service email account
- Interviewed, hired and trained new employees on company history + roles and responsibilities

Advertising Strategist (Apple Inc.) Oct. 2012 – July 2014 OMD Worldwide / Resolution Media

- Managed multi-million dollar search, Facebook and Twitter campaigns and exceeded client branding and ROI goals
- Developed strategy for a holistic pilot program for iTunes music and movies that continued into an on-going evergreen campaign
- Optimized engagement, CTR and conversion rates with daily bid and frequency adjustments
- Hosted weekly client calls and provided in-depth analysis for multiple campaigns

Skills Summary

HTML, CSS, JavaScript, React, Python, Django, SEM, PPC, Microsoft Office