

# Jennifer Lee

*Creative | Adaptable | Enthusiastic | Engaged*

LinkedIn: <https://www.linkedin.com/in/jskinnerlee/> | 336.447.0454 | [jenniferskinnerlee@gmail.com](mailto:jenniferskinnerlee@gmail.com)

## PROFILE

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Recent graduate and digital marketing professional with nine years of marketing experience and exceptional work ethic. Recognized by co-workers, clients and employers as an enthusiastic and creative contributor who always steps up to take on additional responsibilities. Skilled in social media management; web development; content management; analytics; project/budget management; email marketing and SEO/SEM.

**See my professional website and blog at <http://www.teamjenni.com/>.**

## EDUCATION

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### ***A.A.S. in Information Technology – Web Development Track***

Guilford Technical Community College (2017)

*4.0 GPA | Phi Theta Kappa Honor Society | President's List | NASA/NC State Space Grant Merit Scholarship Recipient*

### ***Certificate in Internet Marketing & Social Media Management***

Guilford Technical Community College (2016)

*4.0 GPA | Relevant coursework in SEO/SEM, PPC, Content Management and Email Marketing*

### ***Certificate in Web Development***

Guilford Technical Community College (2016)

*4.0 GPA | Relevant coursework in Social Media Management, Internet Marketing, HTML 5, CSS, jQuery, PHP, and Java*

## TECHNICAL SKILLS

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Microsoft Office Certifications (Word, Excel, PowerPoint), Adobe Creative Suite (Photoshop, Illustrator, Dreamweaver, After Effects, Lightroom), WordPress, HTML 5, CSS, jQuery, PHP, Java, Google AdWords, Google Analytics, HubSpot Inbound Marketing Software, Salesforce CRM, Hootsuite, CoSchedule, Moz, Mac and Windows.

## CORE COMPETENCIES

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Digital marketing, social media management, content strategy, marketing data analytics, project and event management, SEO/SEM/PPC, copy writing/editing, budget management, brand reputation management

## 2017 CERTIFICATIONS

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- Inbound Marketing, HubSpot Academy
- Email Marketing, HubSpot Academy
- Content Marketing, HubSpot Academy
- Growth-driven Design, HubSpot Academy
- Google AdWords, Google Partners
- Google Analytics, Google Partners

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## FREELANCE WORK

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- Provided freelance web design services to small businesses, helping several organizations establish a successful web social media presence for the first time (2013 to Present)
- Developed a digital marketing strategy, creating and executing comprehensive plan for my personal brand to attract and convert freelance opportunities into paid projects (2013 to Present)

## WORK EXPERIENCE

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**BAPTIST CHILDREN'S HOMES OF NORTH CAROLINA** **2014 to 2015**  
*Development & Communications Associate*  
Thomasville, NC

- Helped grow the non-profit donor base by developing and executing digital marketing and social media campaigns
- Increased online donor engagement designing and executing social media campaigns, launching a blog, and implementing Facebook Ad campaigns
- Established firm foundation for SEO success by developing and implementing a keyword-based content plan and editorial calendar
- Managed email newsletter, social media presence, and CRM system to nurture donor leads and improve donor engagement and retention

**SELF-EMPLOYED** **2013 TO 2016**  
*Licensed Real Estate Broker*  
**STATE OF NORTH CAROLINA**

- Demonstrated exceptional lead generation skills by generating extensive client base through aggressive digital marketing, paid search advertising and personal referrals from satisfied buyers and sellers
- Developed creative SEO content designed to engage prospective buyers and sellers on social media and digital advertising (email blasts)

**R.J. REYNOLDS TOBACCO COMPANY** **2008 TO 2013**  
*Trade Marketing Manager*  
**WINSTON-SALEM, NC**

- Planned, managed, and executed national marketing and promotion activities including, online, electronic media, customer events, internal events, and trade shows
- Responsible for \$5.5M annual event marketing budget and management of one full-time marketing assistant and part-time event staff of up to 30
- Led a cross-functional team responsible for the planning, management, and execution of annual sales and marketing conference with 2,500 event attendees
- Managed the execution of all event components including print and digital event marketing collateral and sponsorship packages