

JENDECKER

Digital Marketing Professional

📍 Phoenix, Arizona, USA

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CAREER OBJECTIVE

Experienced digital marketer with over a decade of B2B and B2C expertise. Passionate about crafting creative inbound campaigns that drive conversions, from concept to realization. Proficient in content creation, graphic design, social media, email marketing, storytelling, project management, and website design. Seeking growth opportunities to further leverage and expand my Search Engine Optimization (SEO) and content marketing skills to boost brand awareness.

WORK EXPERIENCE

Digital Marketing Manager *SiteSpect - Remote*

October 2021-July 2023

- Executed digital marketing, SEO content, email and social media marketing campaigns to promote brand awareness and brand revenue-focused activities for SaaS company.
- Collaborated across sales, product, and customer success teams to define Key Performance Indicators (KPIs), assess buyer personas to create an Ideal Customer Profile (ICP). This effort aimed to ensure uniform communication, campaigns, and branding strategies.
- Implemented new global email marketing strategies using buyer persona list segmentation and time zone sends in HubSpot. Increased average click-through-rates by 34%.
- Facilitated webinars: planning, scheduling, marketing, hosting, recordings, and distributed through marketing channels.
- Used Trello for project management/editorial calendar: blog posts, copywriting, graphics, slide decks, trade show materials, ebooks, videos, case studies, and use cases.
- Applied SEO to over 130 sitespect.com pages in WordPress. Over 30% increase in click-through-rates.
- Managed partners, agencies and print vendors to procure content curation on time and on budget.
- Measured and tracked performance of marketing initiatives and reported to leadership on weekly basis.

Communications Manager *University of Nebraska at Omaha-Nebraska Business Development Center (NBDC) - Hybrid/Omaha, NE*

July 2018-November 2021

- Responsible for developing and executing digital communication, marketing & outreach strategy to expand awareness while adhering to the strict guidelines of the grants that fund NBDC programs.
- Implemented inbound marketing methodology by utilizing HubSpot to include social media marketing, email marketing, and website traffic.
- Maintained website across five unique NBDC programs using multiple Content Management Systems (CMS).
- Created a subscriber campaign through signup forms on website, email and social channels. 2% average email list growth year after year.
- Directed content curation to include blogs, ebooks, press releases, webinars, and audio/video.
- Managed paid social advertising to expand reach and drive conversions for webinar registrations.
- Responsible for measuring and reporting on the performance of all digital marketing campaigns and brainstorming new and creative growth strategies.

VP Marketing Operations *PrintOvations - Hybrid/Omaha, NE*

January 2017-July 2018

- Migrated website from GoDaddy to WordPress and applied SEO to new pages.
- Responsible for website tech stack: hosting, domain registrar, WordPress plugins, and theme updates.
- Owned inbound marketing strategies to increase brand awareness to increase email list growth rate, social media followers and organic traffic.
- Directed creative process for graphic design services and assist with print-ready files: proofing, editing, and proof approval process, and vendor management.
- Participated in outreach with local networking groups: CenterSphere, Omaha Chamber of Commerce, Millard Business Association, and West O Chamber of Commerce.
- Managed marketing team's recruitment, training, coaching, performance assessments, and daily operations.

WORK EXPERIENCE

Marketing Manager

May 2015–December 2016

One Source The Background Check Company - Omaha, NE

- Directed strategic B2B marketing campaigns targeting the human resource industry.
- Redesigned company website using premium WordPress theme: managed hosting, domain registrar, Google Analytics, vetted WordPress Plugin developer, and created 500+ optimized pages. Decreased bounce rate from 50% to 23%.
- Led email strategies, list segmentation and automation to improve the velocity of leads through the sales funnel.
- Increased social media followers by 70% through organic social media campaigns.
- Produced content: blogs, copywriting, graphic design, client guides, flyers/brochures, and trade show signage.
- Implemented Salesforce CRM procedures and oversaw training to ensure data hygiene and to track lead attribution.
- Created Salesforce automations and workflows for better efficiency and reduction in human error.
- Cross-functional collaboration to develop thought-leadership to produce compelling content targeting ICP.
- Implemented Pay-Per-Click (PPC) campaigns in Google Ads.
- Managed marketing team's recruitment, training, coaching, performance assessments, and daily operations.

Graphic Designer

October 2014–May 2015

Omaha Steaks - Omaha Creative Group- Omaha, NE

- Responsible for design of direct mail, web graphics and internal marketing materials.
- Participated in conceptualization meetings designed to generate new ideas through discussion and to develop ideas into viable projects or print promotions.
- Collaborated with marketing managers to develop new, creative concepts for each project.
- Made creative decisions concerning graphics, copy, artwork and photography.

Marketing Coordinator

October 2012–February 2014

nSightful (previously CAS, Inc./Central Address Systems, Inc.) - Omaha, NE

- Managed marketing campaigns and messaging including email drip campaigns and Salesforce CRM management.
- Managed editorial calendar: blogging and social media posts (Facebook, LinkedIn and Twitter).
- Responsible graphic design: graphics for use in print, web, email campaigns and social media.
- Managed external communications: sales RFPs, BBB Integrity Award submission, and press releases.
- Tech stack administrator for Salesforce CRM, Act-On, and WordPress.

VOLUNTEER

Marketing and PR Chair

October 2017 - May 2019

Millard North High School Show Choir "Galaxy of the Stars" - Omaha, NE

- Used MailChimp for email marketing campaigns to solicit advertising in program to area businesses. Raised \$3000.
- Used Facebook, Twitter and SnapChat to build awareness and promote community.
- Designed signage and 40 page, full color, "Galaxy of the Stars" show choir competition program.
- Vetted print vendors and facilitated print production.
- Collaboration with show choir directors, photographers, advertisers and volunteers.
- Managed team of volunteers to delegate responsibilities.

CERTIFICATIONS

HubSpot Academy: Inbound Marketing, Content Marketing, and SEO.

SKILLS

Adobe Creative Cloud | WordPress | Cascade | Sitecore | Concrete5 | Salesforce | Zoom | Join.me | GoToMeeting | Webex
HubSpot | Act-On | Constant Contact | MailChimp | Microsoft 365 | Sharepoint | Google Analytics | Google Workspace

EDUCATION

Bachelor of Liberal Studies

Iowa State University - Ames, IA