

JEN DECKER

Digital Marketing Professional

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EXPERIENCE

Marketing Manager April 2024-Present
Sierra Interactive Remote

- Developed marketing strategies to boost brand awareness and lead generation for real estate SaaS company, driving 13% MQL pipeline growth.
- Developed and launched a post-webinar strategy playbook with lead-generation content distributed via website, email, and social media, achieving a 6.2% average CTR.
- Optimized website Solutions pages by analyzing data from Hotjar and Semrush to refine copy, graphics, and CTA placement across four roll-out phases, improving the customer journey.
- Managed social media accounts and posting schedule, achieving 3% month-over-month follower growth.
- Implemented targeted email campaigns in HubSpot, optimizing segmentation, copy, and testing, boosting click-through rates by 8%.
- Produced targeted copy and high-impact assets for email, social, blogs, landing pages, sales enablement, and website.

Digital Marketing Manager October 2021-July 2023
SiteSpect Remote

- Executed digital, SEO content, email, and social media campaigns to drive brand awareness and revenue growth for SaaS company.
- Collaborated across departments (sales, product, customer success) to set KPIs and create an ICP, aligning communication and branding strategies.
- Launched targeted email marketing strategies in HubSpot using segmented buyer personas and time zone scheduling, boosting click-through rates by 34%.
- Organized and facilitated webinars, managing all aspects from planning to promotion across channels.
- Led content production, covering blog posts, graphics, trade materials, videos, and case studies.
- Optimized over 130 website pages, resulting in a 30% increase in CTRs.

Communications Manager July 2018-November 2021
Nebraska Business Development Center Omaha, NE

- Developed and executed digital marketing strategies to increase awareness, aligning with grant guidelines for NBDC programs.
- Implemented inbound marketing via HubSpot across social media, email, and web channels, enhancing engagement.
- Managed and updated websites for five NBDC programs across multiple CMS platforms, ensuring a consistent user experience.
- Launched subscriber growth campaign through website, email, and social media forms, achieving 2% annual list growth.
- Analyzed and reported digital campaign performance, identifying new growth strategies to improve outreach impact.

CAREER OBJECTIVE

Digital marketer with 10+ years of B2B and B2C experience, skilled in inbound campaigns, content creation, social media, email marketing, and website design. Proven ability to drive conversions and boost brand awareness through creative, results-oriented marketing strategies. Seeking to leverage expertise in a growth-focused role.

KEY ACHIEVEMENTS

Engagement Growth Strategist

Developed and launched a post-webinar strategy playbook with lead-generation content distributed via website, email, and social media, achieving a 6.2% average click-through rate.

Targeted Email Optimization

Launched targeted email marketing strategies in HubSpot using segmented buyer personas and time zone scheduling, boosting click-through rates by 34%.

Website Redesign Success

Redesigned WordPress website by managing hosting, domain, Google Analytics, and plugin development, resulting in a reduction in bounce rate from 50% to 23%.

VP Marketing Operations
PrintOvations

January 2017-July 2018
Omaha, NE

- Led website migration from GoDaddy to WordPress, optimizing SEO for new pages and managing the website tech stack, including hosting, domain, plugins, and theme updates.
- Executed inbound marketing strategies to boost brand awareness, driving growth in email subscribers, social media followers, and organic traffic.
- Directed graphic design projects, overseeing the creative process, proofing, and vendor management for print-ready files.
- Engaged with local networking groups to expand brand visibility and foster community partnerships.
- Managed marketing team operations, including recruitment, training, coaching, and performance evaluations to strengthen team effectiveness.

Marketing Manager
One Source The Background Check Company

May 2015-December 2016
Omaha, NE

- Directed strategic B2B marketing campaigns for the HR industry, driving targeted outreach and engagement.
- Redesigned website with a premium WordPress theme, managing hosting, domain, plugins, and Google Analytics; optimized 500+ pages, reducing bounce rate from 50% to 23%.
- Led email marketing strategies, list segmentation, and automation to accelerate lead conversion in the sales funnel.
- Boosted social media followers by 70% through organic campaigns, enhancing brand visibility.
- Developed high-impact content (blogs, client guides, trade show signage) and collaborated cross-functionally to create thought-leadership pieces for ICPs.
- Established Salesforce CRM procedures, automations, and workflows to improve data integrity, efficiency, and lead attribution tracking.
- Oversaw PPC campaigns in Google Ads, increasing visibility and driving qualified traffic.
- Managed recruitment, training, and development of the marketing team, ensuring high performance and goal alignment.

VOLUNTEER

VP Marketing
Alpha Phi Phoenix Alumnae Community

October 2023-Present
Phoenix, AZ

- Developed and launched a new alumnae chapter website to enhance user experience, boost visibility, and drive engagement through optimized design and content.
- Oversaw the community communication plan, managing newsletters, email campaigns, and social media content for consistent messaging.
- Managed and updated chapter website and social media channels to increase reach and engagement.

EDUCATION

Bachelor of Liberal Studies
Iowa State University

Ames, IA

KEY SKILLS

- Strategic Marketing Planning
- Brand Development & Positioning
- Cross-Functional Collaboration
- Inbound & Outbound Marketing
- Data Analysis & Reporting
- SEO & Customer Journey Optimization
- Email Marketing & Automation
- Social Media Marketing & Management
- Content Strategy & Management
- CRM Management
- Team Leadership & Development
- Budget Management & ROI Analysis
- Event Marketing & Trade Shows
- Vendor & Agency Management
- Project Management
- Graphic Design

TECHNICAL SKILLS

Productivity Solutions | Google Workspace, Microsoft 365, Notion

Design Tools | Adobe Creative Cloud (Photoshop, Illustrator, InDesign, Premiere Pro, Audition), Canva, Figma

Customer Relationship Management (CRM) | HubSpot, Salesforce

Project Management | Asana, Trello

Collaboration Tools | Zoom, Slack, Teams, Google Meet

Website Analytics | GA4, Google Search Console, Semrush, Hotjar

Content Management Systems (CMS) | WordPress, Sitecore, Cascade, Concrete

Marketing Automation | HubSpot, Act-On, Constant Contact, Mailchimp, Hootsuite

CERTIFICATIONS

HubSpot Academy | Inbound Marketing, Content Marketing, SEO