

Jennifer Sharp

Graphic Designer

Experience

Jones & Bartlett Learning

Create annual marketing plan, implement and manage all marketing activities including: online and print collateral, expense management, competitive analyses as well as customer insights and market research responsible for PPC, SEO, website optimization to execute strategies and achieve desired targets.

Manage jblearning.com, Tarascon.com, informedpublishing.com and other Jones & Bartlett Learning owned websites. Responsibilities include regular site updates, best practices, analytic reporting as well as management of in-house CMS tool. Produce and maintain email marketing strategy and launch calendar for distribution list of more than 400,000 email contacts.

Direct social media strategy for and manage in-house social media task force for Jones & Bartlett Learning and all related brands

Blogger Interactive

Create graphics for social media accounts and all Blogger Interactive marketing collateral

Booking talent for event

Updating content on bloggerinteractive.com and all social media channels

Awards

Marketing Manager of the Year

Jones & Bartlett Learning
2014

Contact

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Skills

Adobe Photoshop

Adobe InDesign

Adobe Illustrator

Adobe Dreamweaver

CSS

HTML5

Education

BA, English

Seattle University

BA, Graphic Design & Media Arts

Southern New Hampshire University