

Sept 2003 – Current

The Jenn Lee Group – President www.JennLee.com

20 years hands on and strategic marketing expert. Dynamic and results-driven professional with expertise in comprehensive social media management, specializing in paid media buying and campaign optimization across various platforms including TikTok, YouTube, Instagram, Snapchat, and Pinterest. Proven track record in driving ROI through strategic planning, meticulous campaign execution, and in-depth performance analysis. Skilled in budget management, trend monitoring, and organic social media responsibilities. Adept at leading social media customer service teams to ensure timely and effective responses. Collaborative team player with a keen eye for industry trends and a commitment to staying ahead in the dynamic landscape of social media marketing.

INCLUDES:

Complete web development expertise, spanning full-stack implementation and UX design, to deliver cohesive, user-centric website solutions. Expert in devising and executing comprehensive digital and social media marketing strategies. Proficient in leveraging A/B testing methodologies to optimize campaigns, with a particular focus on implementing effective paid social media strategies for enhanced audience engagement and ROI. Possessing advanced knowledge of Google Analytics and expertise in managing Cost Per Click (CPC) initiatives to ensure data-driven decision-making and maximize campaign performance. PR & Marketing campaigns. Mainly B2C.

Led comprehensive influencer and content creator management strategy (for 20+ clients with up to 6 million followers) overseeing relationships, collaborations, and optimizing paid brand opportunities to drive impactful marketing initiatives.

20+ years of developing award winning print and electronic media using Adobe software.

Content creator engaging text and graphics for Social Media plus set up and manage paid campaigns. Manage creators and influencers and experience w/ companies to solicit brand advocates.

Set up Google Adwords (PPC), Analytics & organic SEO through blogs, backlinking, re-targeting, etc.

CRM Software - set up workflow and analyze sales life of lead using SharpSpring & HubSpot.

Full Stack Developer- 25+ years of Website design & development (WordPress, HTML, & CSS).

Expert creating Wire-frame, Database development and E-Commerce set up.

Create and send continued marketing efforts through Email campaigns & CMS Hubs.

Marketing campaigns & Public relations (on a global level),

Expert at writing press releases and pitching media globally.

Using a content calendar for marketing and open a stream for cross-promotions, brand collaborations, community, and influencer outreach development.

Can complete simple video editing, story board creation for video editor, custom jingles, graphics, etc.

Expert Project manager direct with clients as well as designers, programmers, other acct rep's, etc.

Pride myself on meeting all deadlines and expectations with sales leads and ROI in mind.

EXPERT: Adobe Photoshop, Illustrator, InDesign, Dreamweaver, HTML, Editing WordPress, Email Marketing, Business Manager Facebook, Twitter, LinkedIn, Instagram, TikTok, YouTube Google Analytics, Google Adwords

PROFICIENT: Adobe Premiere, After Effects, CSS

Jan 2001 – Jan 2003 (RI)

Katharine Gibbs College- Co-Chair Interactive Media and Website Development (college professor)

Aug 1998 – Aug 1999 (NYC)

Fortunecity.com - Art Director /Designer

Created the redesign of an international dot com website & it's subsidiary in different language sites.

Designed micro sites for promotional sweepstakes, content integration of major brands within the Fortunecity.com site.

Aug 1996 – Aug 1998 (NYC)

Concrete Marketing - Print & Web Designer

Designed and Developed mini websites for national musical acts while working closely with Major record labels.

Jan 1993 – Jan 1996 (NYC)

Freelance Designer

Various freelance projects throughout NYC - Clients included:

V2 Records

Indica Movie Posters

Revlon, etc. etc.

Education:

1992-1996 – School of Visual Arts (NYC)- Computer Art Department - Evening classes

Admin Assistant to Computer Art Department Chair - Day

1991-1992 - Suffolk University (Boston) College of Art

All Social Accounts: <https://linktr.ee/jennleegroup/>