

Jennifer Clarke

Communication Strategist

Jennifer Clarke

Memphis, TN

901.830.3412
jen.simmons@mac.com

Skills

Strategic thinker adept in managing flexible workloads
Persuasive writer across creative, editorial and technical applications
Experienced in a variety of deadline-oriented and fast-paced environments

Experience

Sullivan Branding / Communication Strategist

JULY 2016 - JULY 2017, MEMPHIS, TN

Facilitated audience research and applied data to develop and recommend effective brand messaging and creative strategies aligned to client objectives

Developed optimized content and copy for integrated B2B and B2C marketing campaigns across digital and traditional media including social, web, print, online display and email

Planned and organized employee engagement activities as leader of internal culture committee

Curated and contributed industry news and relevant content for agency social media and thought leadership

Digital Strategist

JUNE 2014 - JULY 2016

Grew and engaged clients' social media audiences across multiple platforms by leveraging user-generated content, contests and promotions, earned and paid media

Developed content calendars and implemented community management and customer care workflows

Reported and analyzed traffic and engagement

Client industries: retail, tourism, financial services, education, manufacturing and logistics, restaurant, hospitality, multi-family residential, human resources, nonprofit

Entercom Communications Corp / Digital Content and Marketing Specialist

MAY 2013 - JUNE 2014, MEMPHIS, TN

Monitored and maintained the online presences of four FM radio stations with varied audiences

Followed and researched pertinent trending topics to foster listener engagement
Oversaw steady online audience growth through paid and organic social media
Coordinated with sales and programming staff to create unique content and promotions
Trained on-air staff in social media best practices
Created, administered and promote web, social and SMS contests
Designed and deployed segmented email and SMS marketing communications
Fielded listener questions, concerns and requests
Assisted as needed at events and on-site promotions

The Commercial Appeal / Audience Development Specialist

JANUARY 2011 - DECEMBER 2011, MEMPHIS, TN

Devised creative ways to share news content and interact with a large audience
Promoted brand trust using a variety of social media and online tools, monitored trends and researched new services for their strategic fit
Verified and relayed breaking news, often beyond the constraints of a 9-5 work week
Expanded online reach by introducing new platforms; organically doubled Facebook page likes and increased Twitter follows by more than 5,000
Assisted in planning and curation for online special event coverage
Trained and coached reporters and editorial staff in social media sourcing, branding and best practices

Education

The University of Memphis / Bachelor of Arts in Journalism

(News/Editorial)

MEMPHIS, TN

Reporter, Daily Helmsman student newspaper

Member, Society of Professional Journalists

Organizations

SoundCheck Young Professionals Council

American Advertising Federation

Leadership Memphis

University of Memphis Alumni Association