

Jennifer Marinelli

Actor. Educator. Digital Marketer.

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810.834.1123 | New York, NY

PROFESSIONAL EXPERIENCE

Freelance Digital Marketing Consultant

New York, NY | Aug. 2020 – Present

- Developed, implemented, and analyzed digital marketing strategy for individual artists and theatrical productions.
- Created, redesigned, and organized websites to optimize page views.
- Planned and created content for social media campaigns that increased website visits by over 35%.

Theatre Department Assistantship

CUNY Brooklyn College | Brooklyn, NY | Sept. 2019 – Aug. 2020

- Wrote and reorganized the department's web content.
- Designed and printed recruitment materials for incoming students.
- Consulted on branding for the department.
- Coordinated events for current students and alumni.
- Managed the department's inbox.

Digital Marketing Manager

Signature Theatre | New York, NY | June 2014 – Aug. 2019

- Developed key messaging and content strategy aligned with marketing targets.
- Planned, created, and tracked internal email marketing campaigns.
- Executed strategic list segmentation for internal emails in Tessitura.
- Revitalized email design and strategy, which resulted in a 60% retention rate for subscribers over a 3-year period.
- Implemented a content strategy for both paid and organic social media campaigns that led to a 350% increase in Facebook followers and built an Instagram following of nearly 10k.
- Facilitated and created content for paid digital campaigns on Facebook, Instagram, Youtube, and Google.
- Edited content for display network, paid search and SEO with digital consultants.
- Monitored social media activity on Facebook, Twitter, Instagram, and YouTube.
- Managed and created content for Signature's website.
- Tested web purchase path functionality for on sale and subscriber booking dates.
- Spearheaded the development of new website functionality and website maintenance with web developers.
- Collected and analyzed digital metrics for Signature's emails, website, and social media platforms.

- Supervised the creation of all video projects and optimized media content for online distribution.
- Edited content pieces for brand consistency, style, and grammar.
- Promoted from Digital Marketing Associate in 2018.

Digital Marketing Apprentice

Roundabout Theatre Company | New York, NY | Sept. 2013 – May 2014

- Edited content on Roundabout's desktop and mobile web platforms.
- Collaborated with the graphic designer to create brand-specific content for web and print using Adobe CS.
- Managed an online community of over 19 thousand on Twitter via Radian6.
- Created web analytic reports using Google Analytics and Tessitura.
- Wrote and edited blog content.
- Assisted in producing institutional videos.

TECHNICAL SKILLS

- **Google Suite:** Gmail, Calendar, Docs, Sheets, Slides
- **Microsoft Office:** Word, Excel, Outlook, Powerpoint
- **Multimedia:** Photoshop, InDesign, iMovie, Audacity, HTML/CSS, Canva
- **Content Management Systems:** WordPress, Squarespace, Weebly, Kentico, WordFly, Tessitura, ClubReady, SproutSocial, Tweetdeck, Radian6
- **Foreign Language:** Intermediate Spanish

EDUCATION

Brooklyn College | Brooklyn, NY | 2019–2021

Acting, MFA - 2020 Shubert Scholar - President of Graduate Theatre Organization

Michigan State University | East Lansing, MI | 2008–2012

Professional Writing, BA - Emphasis in Digital and Technical Writing