



Jennifer Marinelli



PROFESSIONAL EXPERIENCE

Digital Marketing Manager

Signature Theatre

New York, NY

May 2014 - July 2019

- Facilitated and created content for digital campaigns with outside agencies
- Managed a social media calendar for Facebook, Twitter, Instagram, and YouTube
- Designed and managed content for Signature Theatre's website
- Planned, produced, and analyzed email marketing campaigns
- Supervised the Digital Media Associate in the creation of all video projects
- Achieved two promotional advancements from earlier positions

Digital Marketing Apprentice

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

- Collaborated with graphic designer to create brand-specific content for web & print
- Updated & edited content on Roundabout's desktop & mobile web platforms
- Created web analytic reports using Google Analytics & Tessitura
- Wrote blog posts for Roundabout's blog

Marketing Intern

Wharton Center for Performing Arts | East Lansing, MI | May 2011 - May 2013

- Wrote copy for social media, email campaigns, and radio commercials
- Produced & assisted in managing promotional article submissions to local press
- Researched & refined niche markets in mid-Michigan

TECHNICAL SKILLS

Content Management Systems: Tessitura, Kentico, WordPress, Radian6, Weebly, WordFly

Multimedia: Photoshop, InDesign, Illustrator, iMovie, Final Cut Pro, Audacity

Social Media: Facebook, Twitter, Instagram, YouTube, Flickr, Tumblr, Hootsuite, Sprout Social

Web Writing: Basic HTML and CSS

Microsoft Office: Word, Excel, Outlook, PowerPoint

Foreign Language: Elementary proficiency in Spanish and French

EDUCATION

Michigan State University

East Lansing, MI

Graduated: December 2012

Professional Writing, BA; Emphasis in Digital and Technical Writing

Theatre, Minor

- GPA: 3.94/4.0, Honors College Member, Dean's List 9/9 semesters

Professional Conferences Attended

- Capacity Interactive Digital Boot Camp: Oct. 2014, Oct. 2015, and Oct. 2016
- Arts Reach National Arts Marketing Conference: February 2017
- National Arts Marketing Project Conference: November 2017