

JENN MERKET



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PROFILE

I am a marketing and development generalist who helps nonprofits increase their reach, gain new supporters, and maximize their effectiveness by conceptualizing, creating and building comprehensive marketing campaigns.

EXPERIENCE

COMMUNICATIONS AND MARKETING CONSULTANT

Heart to Heart Global Cardiac Care | Oakland, CA | 1/14 – 11/16

Heart to Heart builds sustainable cardiac care centers for children in areas where access is limited. My responsibilities included managing heart-2-heart.org, drafting blogs and emails, creating custom graphics and videos, gathering content on international trips, donor calls, managing social media accounts, managing free and paid ads (Google and Facebook) and developing marketing campaigns.

- Organized a 25th Anniversary event that served to launch our “Going Global” campaign, a giving campaign that funded program expansion to Peru
- Grew Facebook page to over 15,000 likes with viral content and high-performing ads
- Created an annual calendar for web, social media, and giving campaigns

ONLINE MARKETING MANAGER

World of Children | Dublin, CA | 3/10 – 6/13

World of Children funds leaders of high-impact organizations. My responsibilities included managing worldofchildren.org, designing, drafting and printing annual reports, created materials for quarterly board meetings, migrating company CRM to Salesforce, creating custom content for Facebook and website, developing and sending custom HTML marketing emails and creating donor funnels.

- Part of a three person “dream team” that doubled funding in two years
- Team worked with high-level board members (including F500 execs) to organize a large gala in NYC that raised close to \$1 million my last two years with the organization
- Grew web traffic by 585% in 3 years, with more than 200k visitors in FY 2012
- Managed existing marketing initiatives and implemented new online fundraising campaigns which raised an additional 50k annually
- Started Facebook and Twitter accounts and grew them to 3250 and 2178 followers, respectively

SKILLS

➤ PROFESSIONAL

- Fundraising campaigns
- New donor recruitment
- Donor stewardship
- Events
- Corporate fundraising
- Community engagement
- Email marketing
- CMS/website management
- Social media management
- Branding
- Paid advertising campaigns (Adwords, Facebook).

➤ TECHNICAL

- CMS management
- XHTML/CSS
- CRM Admin and data migration (Salesforce & Raiser’s Edge)
- Adobe Creative Suite (Photoshop, Illustrator, etc.)
- Copywriting and editing
- Some SEO optimization
- Google tools
- Some video editing
- Microsoft Office/Excel

EXPERIENCE CONTINUED . . .

INTERACTIVE CONSULTANT

The Future Leader's Institute | Oakland, CA | 8/08 – 1/10

- Redesigned site and led the process of moving the site from a Joomla CMS to a custom CMS
- Redesigned custom email newsletters and created content calendar
- Restructured Salesforce account to meet the organization's needs

MARKETING CONSULTANT

Webmarketing 123 | Oakland, CA | 8/09 – 3/10

- Developed and sent email campaigns to a list of 90,000. These emails were the primary source of lead generation for the company
- Managed mailing list through Vertical Response and Salesforce to ensure data consistency
- Created webinars, edited website and gathered analytics on various marketing materials

PING.FM/WORKSTIR.COM

Consultant | Berkeley, CA | 3/08 – 3/10

- Assisted with early versions of websites, business plans and executive summaries. Instrumental in shaping early vision, direction, and goals
- Promoted both companies through guerrilla marketing and word-of-mouth
- Gave feedback on design for website and other materials

VOM, Inc.

Webmaster | Bartlesville, OK | 2/06 – 3/08

- Drove growth for multiple websites with over 100,000 combined unique monthly visitors
- Acted as in-house media specialist. This involved editing video, designing graphics, creating flash banners and working with other forms of multimedia
- Designed and implemented static web pages and e-newsletters

EDUCATION

B.A. | COMMUNICATION ARTS | Oklahoma Wesleyan University
Bartlesville, OK | 2002 - 2005

Minored in English composition, 3.85 GPA, editor of student paper in 2003 and website in 2005. Recipient of the Eagle Scholar Award in 2002, highest academic scholarship offered by the university, and the Creative Intellect Award in 2005 for innovative problem solving.

WHERE I THRIVE

- Organizations with strong programs
- Missions I am passionate about
- Smaller teams
- Generalist roles
- Delivering on a small budget

OTHER STRENGTHS

- I have acted as first line in-house IT support for several of the teams I have worked on.
- I love finding tools and systems that improve productivity. This might look like creating Excel macros for a colleague or recommending a new app or service for the entire team.

IN MY FREE TIME, I AM ...

- Sewing a tunic for my daughter or Covid masks for friends
- Making a pour over coffee
- Learning Spanish with my son
- Going on a run with my dog