



JEFF SCHENCK

DIGITAL CONTENT MARKETING
SOCIAL MEDIA MANAGER
CONTENT DEVELOPMENT
CAMPAIGN MANAGEMENT
CREATIVE STRATEGY

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SKILLS

SEO WRITING
CONTENT WRITING
CONTENT STRATEGY
HUBSPOT/ACT-ON
ADOBE CREATIVE SUITE
B2B SOCIALS & MARKETING
ACCOUNT MANAGEMENT
STRATEGIC MANAGEMENT
CAMPAIGN STRATEGIC PRODUCT
MANAGEMENT
RESEARCH DEVELOPMENT
PSYCHOGRAPHIC MARKETING
RELATIONSHIP BUILDING
CONSTANT CONTACT/MAILCHIMP
STRATEGIC PLANNING
BUSINESS DEVELOPMENT
VIDEO EDITING & DESIGN
SOCIAL MEDIA MANAGEMENT
GOOGLE ANALYTICS/ADWORDS
MICROSOFT OFFICE SUITE

DIGITAL CONTENT MARKETING & SOCIAL MEDIA MANAGER

Enthusiastic and creative strategist with over 10 years of experience managing national marketing campaigns. Skilled in collaborating with both internal and external stakeholders to drive growth and achieve business objectives. Focused on driving positive ROI through innovative and proactive ideas. Proven record of success conducting in-depth marketing research to build and launch successful marketing campaigns. Utilize digital knowledge creative authority to increase conversions and click-through rates. Proficient in Microsoft Office Suite, Google Analytics, Google AdWords, Final Cut Pro and Facebook Business Manager.

PROFESSIONAL EXPERIENCE

Wacom, Inc, Portland, OR

Demand Generation Manager, May 2022 – Present

- Develop and Executing short- and long-term multi-channel enterprise campaigns to drive leads
- Leading A/B Testing strategies and execution across all channels
- Monitoring and Optimizing campaigns and programs
- Leveraging customer personas and knowing their buying habits and preferences
- Working within a team of digital marketing professionals and collaborating with other departments, like sales and content, to develop and enhance strategies, while building effective pipelines/channels
- Assuring Buy-In and Budget support from senior leadership and stakeholders
- Measuring and Analyzing campaign and marketing successes
- Delivering Performance Reports to leadership and meeting KPI's and budgets Quarterly
- Create, Develop, and Execute email campaigns both conventional and automated
- Create Video Segments in FCP, from Webinars for content driven campaigns and collateral
- Track Campaigns and Programs throughout the marketing and sales pipeline

Engage by Cell, San Francisco, CA

Freelance Marketing Specialist, January 2022 – Present

- Create Email Marketing Strategies to increase sales leads, while developing new marketing content to expand reach and engagements
- Research data points and lead lists in HubSpot, Constant Contact, & Google Analytics with highly targeted and design elements with focused CTAs, demographics, personas, and psychographic data.
- Coordinate marketing plans, social media marketing calendars, copy and collateral in Canva, Photoshop, and Final Cut Pro to target leads and personas through unified campaigns derived from demographics, insights, data and metrics
- Identify growth areas and marketing with A/B testing and demographic sampling to expand reach and lead growth through all marketing ecosystems.
- Work collaboratively with CEO and stakeholders to create engaging content that drives leads and growth, both paid and organically, while focusing on ROI and KPIs

Valet Custom Cabinets & Closets, Campbell, Danville, & San Francisco, CA

Digital Marketing Manager, July 2020 – April 2022

- Develop Global Marketing Strategies to increase brand positioning & awareness, while increasing leads & sales
- Design Digital Content for online, print, & other marketing outlets, while using highly targeted content & metrics for maximum reach & ROI
- Collaborate with stakeholders to develop powerful digital & print content to engage clients & industry partners to increase sales & positioning.
- Coordinate Marketing Plans & Social Media Marketing Calendars for all campaigns, targeting specific demographics, through insights, metrics, & psychographics.
- Utilize analytical data from HubSpot, Google Analytics, Social Insights, to craft and develop content

Code for Fun, Fremont, CA

Marketing Manager, October 2019 – July 2020

- Develop Marketing Strategies to increase student enrollment, while expanding into new marketing territories.
- Manage Account Managers in developing powerful digital, print, motion graphics and video content to engage students and parents based on their specific territory and persona demographics/psychographics.
- Coordinate Marketing Plans, Social Media Calendars, and Google Ads for all programs, targeting specific demos through insights, metrics, and analytics.
- Identify growth areas in traditional marketing areas, nonprofit channels, ads, and social media outlets, while designing digital content and video.

EDUCATION & CREDENTIALS

MASTER OF BUSINESS ADMINISTRATION IN INTERNATIONAL MARKETING, UNIVERSITY OF PHOENIX, 2017

BACHELOR OF SCIENCE IN COMPUTER SCIENCE (INFORMATION TECHNOLOGY), UNIVERSITY OF PHOENIX, 2015

CERTIFICATE OF ANIMATION & VISUAL FX, ACADEMY OF ART, 2007

CERTIFICATE OF BROADCASTING & ELECTRONIC MEDIA, COLLEGE OF SAN MATEO, 2005