

# JENNIFER SARGEANT

*Integrated digital marketing practitioner with 7 years of experience.*

*Curious, inquisitive, and open-minded digital marketing strategist.*

*A people-first leader who thrives on inspiring and collaborating with others.*

*Big picture thinker who is really good at pivoting and problem solving.*

## Contact:

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## Certifications:

Google Ads Search Certified

Google Analytics Certified

Google Ads Fundamentals Certified

Google Ads Display Certified

Google My Business Certified

Certified with Facebook Ads About Politics, Social Issues or Elections

Certified Facebook Authorized Political and Social Issue Advertiser

Certified Facebook Business Manager

Facebook Brand Best Practices Certified

Create Facebook Ads Certification

Facebook & TV Certified

Hubspot Inbound Marketing Certified

LinkedIn Wordpress Skill Badge

Do Inbound Agency Framework Certified

Canva Social Media Mastery

## Education:

University of South Florida | 2013

Bachelor of Arts | Mass Communications

## Digital Marketing Experience:

**Dan Newlin Injury Attorneys**

9/2018 - Present

**Chief Digital Marketing Officer**

- Plan, direct, and coordinate six-figure marketing budgets across the following digital marketing channels: YouTube, Facebook, Instagram, Pinterest, SnapChat, LinkedIn, and Google.
- Define and deliver the organization's message across channels and to target audience groups to meet key performance indicators.
- Strategic planning and evaluations including competitive analysis, client behavior research, and message testing.
- Drive marketing communications including branding, public relations, traditional and non-traditional advertising, either directly or outsourced bases.
- Work with CEO, COO, partners, and team members to grow and strengthen our position in the market through digital marketing tactics.
- Research and analyze demographic factors to create new market opportunities.
- Attract, engage and develop relationships with the general public through social media channels (Instagram, Facebook, Twitter, LinkedIn, Pinterest, YouTube) and press release outlets.
- Monitor, analyze and present reports on all marketing activities.
- Employee advocacy creator and leader that inspires and motivates the team to be our biggest fans on social media.

# JENNIFER SARGEANT

## EXPERTISE:

Search engine optimization and organic digital marketing growth.

Organic and paid social media marketing, specifically with Facebook, Instagram, LinkedIn, YouTube, Twitter and Pinterest.

Building cold and warm audiences.

Researching, analyzing and building personas and audiences.

Conversation strategy on social media.

Overall brand strategy online and offline.

Negotiating vendor contracts to ensure the brand has the best advantage.

Building and repairing reputations online.

Managing a six-figure digital marketing budget and stretching every dollar to the best spend.

Crafting thoughtful and engaging brand messages.

## Dan Newlin Injury Attorneys Chief Digital Marketing Officer

9/2018 - Present

- Around the clock reputation management.
- Proven success with navigating and driving audience engagement across rapidly evolving digital landscape.
- Developed the organization's first-ever employee advocacy team.
- Act as the brand's digital persona and lead the brand in audience interactions from private messages, comments, reviews, and inquiries on all digital channels.
- ★ Success metric 1: Planned, directed, and coordinated the brand's first-ever second Spanish website and digital marketing strategy that encompassed both a search engine optimization strategy and social media marketing strategy with a 10% increase in brand awareness in 2 months. (KPI: brand awareness and traffic).
- ★ Success metric 2: Spearheaded the firm's second largest free concert branding event across all digital marketing channels and increased the brand awareness by 40% in 2 months. (KPI: event attendance, engagement, sign-up forms, website traffic)

## Upright Communications Digital Marketing Strategist

5/2013 - 9/2018

- Designated digital marketing strategist and lead point of contact for 15 accounts in local and national markets, primarily in the automotive and manufacturing vertical markets.
- Curated strong, long-term relationships with clients by providing substantial value to their business via digital marketing tactics.
- Suggest, design, and implement digital marketing strategies using tactics such as local search engine optimization, social media marketing, reputation management, e-mail marketing.
- Report and present all key performance indicators to clients which included but not limited to call tracking data, form submission data, website analytics, and reputation management insights.

# JENNIFER SARGEANT

## Let me tell you a time when...

Ask me about the time my team and I launched a digital marketing campaign that reached over 12 million impressions.

Ask me about the Google My Business feature that I activated for a business that quickly resulted in profitable leads.

Ask me about the time I helped a financial institution with over 5 locations clean up their local listings all while in the midst of relocating and re-branding!

Ask me how my local digital marketing strategies helped a local moonshine craft distillery triple their foot traffic and profits in two years.

Ask me about the weirdest SEO challenge I've had to overcome.

Ask me what local digital marketing and national digital marketing for businesses have in common. Here's a hint, hands down, every business should have this element.

## Upright Communications Digital Marketing Strategist

5/2013 - 9/2018

- Team leader, coach, and the main point of contact for agency interns.
- Design and implement a brand strategy and long term digital marketing plans for each client which includes but is not limited to cold and warm audience building, building personas, establishing brand messaging strategies and position.
- ★ Success metric 1: Increase website visibility for the tire dealer network by 12% by implementing a thorough search engine optimization strategy.
- ★ Success metric 2: Increase reputation management signals by implementing building trust elements such as review and FAQ schema, Google My Business reviews, e-books and testimonial content.

## Digital Sargeant Digital Marketing Strategist | Passion Project

5/2013 - Present

- Conduct rigorous analysis and market research to understand a multitude of customer behaviors, then use that information to develop marketing strategies that raise brand awareness, drive customer growth and improve a brand's positioning, and generate revenue.
- Strive to master the art of storytelling to provide easy to understand digital marketing content for a unique audience group.
- Act on new digital marketing trends and publish accurate information as a message strategy for audiences.
- Build audiences across all digital marketing platforms and create a position of brand authority.
- Establish trust-building elements by offering valuable and free digital marketing advice through content messaging, e-book downloads, and no-strings-attached e-mail list subscriptions.

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## Media Fusion Digital Marketing Intern

Summer 2012

- Assist agency account managers with various tasks such as keyword research, content editing, social media management and attended multiple training courses on search engine optimization and online marketing.
- Review brand and digital marketing strategy for clients and offer a new set of ideas or suggestions to each account manager.
- Assisted with promoting the agency's first public relations event which included organizing a flash mob in the heart of Ybor City.
- Managed social media accounts and acted as the brand's persona to its target audience groups.
- Completed training sessions from HubSpot since Media Fusion was a HubSpot partner.
- ★ Success metric 1: Crafted a conversation strategy for a local business on social media which set the foundation for a strong organic Facebook presence.

# JENNIFER SARGEANT

## What others have to say about working with me:

*"Her ability and motivation to learn a new skill was always something that stuck out to me the most. Jenn does her best when she is challenged and relied upon. She also has the ability to work diligently with minimal supervision and you can maintain full trust in her that the job will be completed correctly & on-time."*

*"When it comes to her work ethic, Jenn is a quintessential self-starter. Needing little guidance and direction she can fill up her schedule while coming up with year-long marketing plans for clients. Digital marketing is an ever-changing landscape, and self-starters are the best way to keep ahead on the curve."*

### Digital Sargeant

5/2013 - Present

#### Digital Marketing Strategist | Passion Project

- Test social media marketing ad concepts on Pinterest, Facebook, Instagram to gain a competitive edge, minimize risk and increase ROAS.
- Act as an ally to local small business owners and assist with any digital marketing complications.
- ★ Success metric 1: Generated an engaging e-mail list by passive, no-strings attached e-book downloads through the lens of providing quality content.
- ★ Success metric 2: Organically built audience groups from TikTok, SEO, Instagram, and Pinterest from scratch.

### Touched by Type 1

10/2019 - Present

#### Board of Directors: Digital Marketing Expert

- Contribute innovative ideas for the benefit of increasing brand awareness for the foundation, Touched by Type 1, and about type 1 diabetes in the United States..
- Share best practices and guide other board members and foundation members to make the best digital marketing decisions to better position the brand in the industry.
- Evaluate all digital marketing strengths, weakness, opportunities and strengths.
- Develop social media strategy to increase brand awareness and manage social media ads to meet all KPI's.
- ★ Success metric 1: Increase brand awareness and ticket sales by 5% using social media marketing ad strategies in the form of video, engagement, and traffic ads.
- ★ Success metric 2: Successfully transitioned the foundation from Dancing for Diabetes to Touched by Type 1 on all social media marketing platforms.

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## What others have to say about working with me:

*"She demonstrated creativity, initiative, social media skills and a thirst for knowledge for public relations and marketing. Jennifer is a team player, and inquired not only how things were achieved, but why they were done a certain way."*

*"Jenn has helped me turn my business around. She is patient and takes the time to explain how to create and maintain powerful social media. I love that I can have her help me as much or as little as I need and her whole goal is to help me succeed on my own in the future"*

### Media Fusion Digital Marketing Intern

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### Hollywood Obsessions Operations Coordinator

1/2010 - 1/2011

- Identified, recruited, training and managed a team of superstars.
  - Increased awareness for the boutique through traditional marketing strategies through traditional marketing channels such as radio and print marketing as well as non-traditional marketing channels such as MySpace.
  - Research audience groups, fashion trends, and cultural trends and made key adjustments from discovery reports.
  - Traveled to merchandising conventions as part of the purchasing team and influenced merchandise purchase decisions based on industry research.
  - The main point of contact and leader between corporate office and boutique staff.
- ★ Success metric 1: Established relationships with businesses where the brand's target audience was a part of to create mutually beneficial marketing relationships. As a result, increased profits by 5%.