

## JILL JACK

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### MULTIMEDIA MANAGER – COMMUNICATIONS STRATEGIST – CONTENT DEVELOPER

*Market savvy, writer/editor experienced in producing profitable online, video, audio and ezine content.*

*"Jill combines a flair for the creative, an intuitive understanding of market trends and consumer needs with her unbeatable technical, writing, editing and management skills. I've never known anyone who can evaluate the landscape, design a strategy and execute on plans as well as Jill."*

– Peter Pan, *Overseeing Editor, XYX Company* (View this and other endorsements via LinkedIn)

### Career Achievements

#### Managing Web Editor

XYZ Company New York, NY 2008 – Present

- Analyzed site traffic using Google analytics, Lyris HQ Agency Edition and SiteCatalyst. Identified strategic patterns, trends and popular content and recommended changes to site, resulting in 17% increase in page views in only three months.
- Supervised site's overhaul in compliance with company's goals. Conducted needs assessment, identified market opportunities and planned and tested design, which stimulated e-commerce and increased profitability from \$15M to \$20M in 2010.
- Authored content for Web and email newsletters and created and recorded podcasts highlighting organization's mission. Management attributed increased membership rates to high-quality online and audio content.

#### Supervising Web Editor

ABC Company Name New York, NY 2005 – 2008

- Produced, wrote and edited video and text website content, including: news promos, headlines, teasers, newsletters, blogs and product descriptions. Known in office as "go-to guy" for creative ideas and suggestions.
- Envisioned and executed fresh, creative marketing and promotion strategies, including audio blog, Internet magazine and video biography project. Ratings and viewer loyalty grew, improving organization's external rankings and profitability.
- Performed web analytics, market research and customer analysis to drive website enhancements and new features.

#### Production Manager

DEF Satellite Radio New York, NY 2001 – 2004

- Produced and wrote six hours of daily radio content, including original shows. Repackaged versions of popular programs, resulting in station quickly became favorite satellite radio for their targeted Gen Y audience.
- Raised station's profile by conducting interviews and engineering exclusive live studio performances with high-profile artists such as Coldplay, INXS, David Gray and dozens more.

### HIGHLIGHTS

#### Writing/Podcasts

Write and design podcasts with over 275,00 downloads and peak traffic of 15,000 unique visits/month.

Podcasts featured during morning drive, KABC 1400 AM. Freelance writer and podcaster for 7+ technical and editorial blogs.

#### Increase Revenues

XYZ's outline sales increased by over \$5M in 2007, rising to \$20M in 2010.

Visitors spent 50% more time on XYZ's site, fueling increased renewals and banner ads driving prospects to site, which added \$10s of thousands in annual revenue.

#### Education

**Bachelor of Arts, Media Studies/Journalism,**  
2001, Queens College, Flushing, NY

#### Computer Skills

Pro Tools, Cool Edit Pro, Sony Sound Forge, Photoshop CS3, Final Cut Pro, Serena Collage Content Management System