



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
WORDPRESS/HUBSPOT
ADOBE CREATIVE SUITE
ACCOUNT MANAGEMENT
STRATEGIC MANAGEMENT
CAMPAIGN STRATEGIC
PRODUCT MANAGEMENT
RESEARCH DEVELOPMENT
PSYCHOGRAPHIC MARKETING
RELATIONSHIP BUILDING
PROBLEM SOLVING
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

Valet Custom Cabinets & Closets, Campbell, Danville, & San Francisco, CA
Digital Marketing Manager, 2020 – Present

- 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.

Senior Helpers, San Mateo, CA (SF-Peninsula, CA; Boise, ID; Central Indiana, IN Franchises)
Marketing Specialist, 2019 – Present

- Develop Content for Social Media Campaigns through video editing/design, digital design, copywriting/blog content, & print pamphlets.
- Increase client engagement and hiring staff during a pandemic by analyzing online traffic using SMM, Google Analytics, Google Ads, & Facebook Business Manager
- Identify growth opportunities by conducting market research and regularly analyzing campaign data.

Code for Fun, Fremont, CA
Marketing Manager, 2019 – 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.

Blenddy, San Francisco, CA
Head of Social Media, 2019 – Present

- Directly responsible for growing client engagement rates through strategic campaign planning and execution.
- Lead content and social media efforts to develop robust marketing material to increase conversions and brand loyalty.
- Manage all aspects of planning, tracking, and reporting weekly.
- Increase brand awareness by analyze campaign data to optimize for direct conversions.
- Develop SEO-optimized content to increase digital presence and establish clients as experts in their industry.

Donarus, Redwood City, CA
Freelance Content Marketing & Social Media Manager, 2015 – Present

- Introduce strategic plans for integrating and launching social media campaigns to grow client business.
- Coordinate media plans and materials, including placement and design.
- Identify growth opportunities by conducting market research and regularly analyzing campaign data.
- Spearhead advertising campaigns from concept creation to copywriting.
- Increase client engagement by analyzing online traffic using Google Analytics and Facebook Business Manager.

EDUCATION & CREDENTIALS

MASTER OF BUSINESS ADMINISTRATION IN MARKETING, UNIVERSITY OF PHOENIX, 2017
BACHELOR OF SCIENCE IN COMPUTER SCIENCE, UNIVERSITY OF PHOENIX, 2015
CERTIFICATE OF ANIMATION & VISUAL FX, ACADEMY OF ART, 2007
CERTIFICATE OF BROADCASTING & ELECTRONIC MEDIA, COLLEGE OF SAN MATEO, 2005