

# JENNIFER WOLAN

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## DIGITAL MARKETING MANAGER

OMNI-CHANNEL MARKETING | CAMPAIGN MANAGEMENT | EMAIL MARKETING | SOCIAL MEDIA STRATEGY | CUSTOMER LIFECYCLE MARKETING

### PROFESSIONAL PROFILE

Dynamic marketing professional with a proven track record of success strategizing and executing compelling cross-channel marketing campaigns that build brand awareness and appeal to target audiences. Results-driven marketer passionate about leveraging technology to streamline marketing operations, optimize marketing campaigns, and maximize the return on investment. Creative yet strategic team player whose can-do attitude encourages collaboration and generates results.

### AREAS OF EXPERTISE

- Digital Marketing Strategy
- Cross-Channel Campaigns
- Email Marketing, Segmentation
- Brand Development and Messaging
- Social Media and Content Strategy
- Adobe Creative Suite
- Drupal, WordPress, HTML, CSS
- Active Campaign, MailChimp
- HubSpot Inbound Certification
- Constant Contact Pro
- Google Analytics Certification
- Bilingual: English, Polish

### CAREER HISTORY

#### EMPOWERED LIVING | FULLY REMOTE

##### DIGITAL MARKETING MANAGER

2019 – PRESENT

- Lead all aspects of a multi-faceted digital marketing, social media, and online content program for a growing small business offering product sales, digital courses, and one-on-one services to clients across the country.
  - Partner with the founding team to create and implement new marketing strategies to drive lead generation, customer retention, course subscriptions, and top-line sales.
  - Drive strategic planning, hands-on implementation, and optimization of lifecycle, email, digital marketing, and social media strategies while owning the marketing calendar to drive growth and consistent communications.
  - Architect and execute email segmentation strategies, campaign testing, and marketing data analysis.
- Spearhead the launch of new digital products and courses by researching technology platforms, conceptualizing the design, and creating the flow of information into a Teachable-based education course aligned with the target market.
  - Create landing pages, advertising campaigns, and other lead-generation activities to build email lists and drive traffic to new offerings, achieving an 12% increase in new email sign-ups upon course launch.
  - Manage a team of consultants and freelancers, including SEO experts, content writers, and email copywriters, while partnering with influencers to grow brand awareness and thought leadership.
- Deploy and own automating marketing and CRM systems to improve email and lifecycle marketing, implementing and building out Active Campaign integrations, automations, and funnels from the ground up.
  - Achieve consistent open rates of 30%+ through thoughtful content and successful list segmentation strategies.
  - Evaluate campaign performance across key platforms while analyzing Active Campaign data to optimize open and click-through rates, improve the customer experience and drive KPIs.

#### HORIZON REALTY GROUP | CHICAGO, IL

##### MARKETING MANAGER

2018 – 2019

- Overhauled digital and traditional marketing strategies to maximize the return on investment, owning a \$300k marketing budget allocated to the cross-channel promotion of over 30 properties around the greater Chicago area.
  - Created and managed social media strategies and content calendars for eight social media accounts while developing reputation management strategies to increase ratings and rankings on Yelp and Google.
  - Developed lifecycle marketing plans, including email and lead segmentation strategies, that leveraged multiple touchpoints and marketing automation funnels to remain top-of-mind for the target market.
  - Conceptualized and circulated customer surveys to gain valuable insights and feedback to improve customer service processes while managing relationships with internet listing services and third-party rental sites.
- Managed digital marketing technology systems, including Yardi, Yardi CRM, and RentCafe, leveraging system data to produce monthly sales, marketing, and lead generation reports for the executive team.

- o Revamped the user experience for renter applications by transitioning the team from antiquated paper to a digitized system that maximized the return on investment in Yardi software while streamlining information flow.
- o Assisted in a complete website overhaul by consolidating and integrating over 30 location-specific websites into a cohesive, Yardi-based interface offering brand cohesion, improved data reporting, and a more intuitive UI.

**GUARANTEED RATE | CHICAGO, IL**

**MARKETING SPECIALIST**

**2016 – 2017**

- Consulted with over 50 individual mortgage officers to fulfill a range of marketing, content, and copy-editing needs while overseeing quality assurance and brand alignment for all outgoing marketing materials.

**SAINT CLEMENT PARISH | CHICAGO, IL**

**COMMUNICATIONS SPECIALIST**

**2015 – 2016**

- Spearheaded website redesign and rebranding while supporting weekly marketing and event needs, including creating and printing weekly bulletins, managing email newsletters, and developing various creative designs for multiple needs.
  - Liaised with third-party designers and consultants to support user experience research and create wireframes for new website concepts.

**EDUCATION AND CERTIFICATIONS**

**COLUMBIA COLLEGE CHICAGO**

Bachelor of Arts, Multimedia Journalism

**CONTINUING EDUCATION AND TRAINING**

Digital Marketing and E-Commerce Certificate (Google Certificate Program)

Inbound Marketing Certification (HubSpot Academy)