

## JENNIFER HARRIS

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### PROFILE

- Digital marketing pioneer with over 20 years of marketing leadership.
- Expert in driving full funnel, cross functional results through project, client, and vendor management.
- Specific expertise in retail and eCommerce with regional and national brands.
- Proven success in combining both online and traditional marketing tactics.
- Media and agency veteran with a specialty in client management and growth.

Dynamic marketing leader with a proven track record in client and project management, strategic marketing, and a leader in tactical execution. Recognized for enhancing efficiency and driving ROI for a \$200 million retailer and its partners. Extensive cross-channel experience in both startup and corporate settings, complemented by strong vendor and team management skills. Adept at developing impactful marketing campaigns, promotions, and events that engage audiences and drive revenue growth.

### CORE COMPETENCIES

- Strategic Marketing Planning
- Budget Management & Cost Optimization
- Team Leadership & Development
- Digital Marketing & Content Strategy
- Campaign Execution & Analysis
- Client Relations & Stakeholder Engagement
- Metrics & ROI Measurement

### PROFESSIONAL EXPERIENCE

#### Account Director

*Mitchell+Palmer* | 2022 - 2025

- Primary point of contact for clients while leading cross functional teams, ensuring smooth collaboration between creative media, and production departments.
- Oversee project budgets with a collective budget of over \$2M in multi-channel campaigns, ensuring profitability while delivering high-quality work within financial constraints.
- Monitor, analyze, and adapt or improve campaign performance while strategically aligning with clients goals and objectives that deliver impactful campaigns.
- Lead strategic marketing initiatives, resulting in a repeatable increase in client engagement and satisfaction.
- Led strategic oversight of SEO programs for enterprise clients, managing content planning and cross-team workflows across internal teams and Fortune 100 partner stakeholders, ensuring alignment, consistency, and measurable growth.

#### Senior Manager of Digital Content

*Albertsons Companies* | 2021 - 2022

- Reorganized the corporate marketing department processes to more efficiently manage a \$1M+ per month budget for a national retailer.
- Spearheaded a digital content strategy that contributed to a 185% increase in gross revenue during my tenure.

### **Digital Marketing Manager**

*D&B Supply | 2011- 2021*

- Developed and executed over \$900,000 in annual marketing and co-op agreements, increasing overall sales, brand visibility, and market share.
- Successfully increased email open and click-through rates to 26% and 60%, respectively, through targeted campaigns.
- Created and managed over 1,000 pieces of digital content across various platforms (blogs, podcasts, web content etc.).
- Established social media policies and metrics that defined ROI during a pivotal time for digital marketing.

### **Project Manager, Social Media Sales/Marketing**

*MPC, Citadel, Consillio, TSheets | 2007 - 2011*

- Created social media training programs that empowered teams and elevated brand presence in the market.
- Launched first-of-their-kind initiatives including real-time conference backchannel messaging, livestream integrations, and cross-platform automation using innovative and new digital tools, years ahead of industry adoption.
- Built influential digital relationships by connecting executives to industry leaders through podcasts and early social networks, driving brand visibility and thought leadership in untapped channels.

### **Client Care, Business Development, Co-Owner**

*BlueLine Marketing | 2005 - 2007*

- Early team member at the NW's first social media agency, leading client care and business development that helped scale the firm from startup to a multimillion dollar agency in three years.

### **Sales & Customer Development**

*RC Willey, Taco Bell Arena, Idaho Steelheads | 1999 - 2005*

- Developed and implemented customer engagement strategies that increased sales and brand loyalty.

## **KEY ACHIEVEMENTS**

- Played a key role in marketing initiatives that resulted in a 185% increase in revenue for Albertsons during my time there.

- Managed over 90 events and community sponsorships annually, enhancing a consistent local and regional brand visibility.
- Launched two successful podcasts, establishing a strong digital presence and audience engagement.

## **EDUCATION**

### **M.A. in Athletic Administration**

*University of Northern Colorado, Greeley, CO | 1997*

### **B.S. in Kinesiology**

*Colorado State University, Pueblo, CO | 1995*

References available upon request.