



# JANE SMITH

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## The Oregonian/OregonLive - Portland, OR

2013 - Present

A media company providing strategic advertising, digital, print, search, social and content marketing – locally, regionally and nationally / [www.oregonlive.com](http://www.oregonlive.com)

### Senior Social Media Producer

- Responsible for cultivating, driving, and executing digital and social strategies; promoting brand development and growth; increasing targeted audience utilizing [OregonLive](#) website/mobile app, social media platforms, and industry-leading technologies / recognized for successfully meeting and exceeding set company goals and objectives while nurturing long term sustainable growth
- Develop and maintain editorial calendar to define (quarterly, monthly, weekly, daily) schedule; control process of planning content from creating concept, determining delivery platform, writing copy, to coordinating efforts with newsroom (75 journalists), data visualization specialists, designers, social media strategists, marketing execs, editors and on through to publishing / demonstrating proven ability to collaborate with and employ expertise of multiple departments in pursuit of achieving common objective
- Utilize marketing automation (e.g. *HootSuite*, *Social Flow*, *TweetDeck*) to streamline repetitive emails, social media, and website processes / in turn, more effectively market to multiple channels
- Accountable for managing [OregonLive](#) website content from inception to launch providing a consistent brand experience while telling compelling stories, providing an industry-leading digital experience for readers and retaining the unique voice of individual reporters; tasks include choosing/editing home page visuals, writing headlines, curating stories/videos, general troubleshooting, scope of tech support, and periodically conducting competitor analysis
- Manage and maintain social media accounts including [Instagram](#), [Facebook](#), [Twitter](#), [Pinterest](#), [YouTube](#), [Snapchat](#) and 25+ specialized accounts covering sports, politics, food/entertainment, ...; identifying key trends, high profile news, and feature stories develop, write/edit, and post cutting-edge, high quality social-first content to drive brand growth strategy and increase community engagement across social networking, microblogging, photo and video sharing platforms; cultivate and respond to audience base; conduct social listening, collect social media and web analytics to monitor and reformulate digital/SEO strategies and benchmarks with objective of raising brand awareness and achieving marketing goals
- Proactively drove development of emerging platform strategies crafting, editing, and producing live video broadcasts, 360 video/images and alternate storytelling forms (e.g. virtual reality)

## Waggener Edstrom - Portland, OR

2003 - 2013

A public relations firm offering innovative social media campaigns and digital marketing / [www.we-worldwide.com](http://www.we-worldwide.com)

### Senior Account Manager

- Responsible for providing a 360-degree view of communication effectiveness, gold standard design and content, custom technology solutions, and strategic recommendations for clients, with a focus on objective, actionable insights and analysis / demonstrating proven skill managing large scale/complex projects
- Provided strategic key client (Microsoft, Columbia Sportswear, Amazon, Starbucks, Bill and Melinda Gates Foundation) counsel serving as the trusted advisor actively engaging in and managing reputation/brand health monitoring; accountable for budgets ranging from \$5K to \$2M; successfully managed project and retainer work, ensuring achievement of short and long term objectives, completion on schedule, and within budget / repeatedly demonstrated ability to meet tight deadlines while maintaining high -quality content
- Hired, managed and directed diverse team of 35 professionals (analysts, project managers, digital experts, and content creators) developing business cases, long-term strategies, and identifying priorities; provided guidance and learning opportunities to advance careers and build team skillsets demonstrating proven ability to utilize expertise and leadership to clearly convey objectives and achieve goals

- Selected and leveraged suite of best of breed analytics (Adobe Reporting [SiteCatalyst, Omniture], Google Analytics, Parse.ly, Burt, WebTrends) and listening tools (CrowdTangle, Visible Intelligence, Radian6, Alterian, Crimson Hexagon, Simply Measure, TweetReach and Brandwatch) to implement data-informed strategies, tailor content and target audiences; developed and measured campaign reporting and analysis
- Engaged industry-leading tools (Cision, Critical Mention, Factiva, Lexus Nexus) to identify/track content and platform trends across social media utilizing findings to drive content creation and publishing strategies
- Assured internal and external stakeholders alignment, facilitating ideation sessions across stakeholder groups, utilizing feedback to set priorities and drive projects

## Fandom - Portland, OR

1999 - 2001

A global entertainment media brand / [www.fandommagazine4ever.weebly.com/](http://www.fandommagazine4ever.weebly.com/)

### Online Content Producer

- Responsible for cultivating, defining, and maintaining character of [Fandom](#) and [Cinescape Magazine](#) e-newsletter curating, writing, editing text/art, crafting short and long-term content strategies; employing delivery software (Campaign Monitor, Impact-X), campaign/data analysis, subscriber database and audience targeting strategies utilizing demographic and behavior-based analysis to consistently deliver optimized content, increase brand awareness and subscriber engagement
- Provided engaging, relevant interactive web content for [Syfy](#), [Wizard Publishing](#) and [Top Cow Productions](#) utilizing content management systems and web editing software (Movable Type, WordPress, PageBuilder); ensured content met established editorial, quality and industry standards for usability and accessibility
- Editor and director of real-time online news wire service closely aligning content and sales priorities to cultivate viewer base and support e-commerce/partnership growth
- Key content writer of movie, television, and product reviews, in-depth feature articles (interviews, trends, concepts), and two weekly columns (Japanese anime and pop culture, entertainment and online culture trends); managed, scheduled, and edited contributing writers content, and populated site

### Education

- Bachelor of Arts (BA), Communication /1998 /Edward R. Murrow College of Communication, Washington State University
- Bachelor of Arts (BA), English Composition and Rhetoric / 2002 / Washington State University

### Technical Skills

- Analytics: Adobe Reporting (SiteCatalyst and Omniture), Google Analytics, Parse.ly, Burt, WebTrends
- Business Software: Word, Excel, PowerPoint, CRM Dynamics, MS Project Server, MS SharePoint
- Content Management Systems/Web Editing Software: Movable Type, WordPress, PageBuilder
- Email Marketing: Campaign Monitor, Impact-X
- Research and Clipping Programs: Cision, Critical Mention, Factiva, Lexus Nexus
- Social Media Listening: CrowdTangle, Visible Intelligence, Radian6, Alterian, Crimson Hexagon, Simply Measure, TweetReach and Brandwatch
- Social Media/Paid Social Media: Facebook Ads Manager/Power Editor, Facebook Live, Periscope, HootSuite, TweetDeck, Pinterest Ads Manager, SocialFlow, Keywee, Snaplytics
- Visual/Storytelling Programs: Storify, Adobe Creative Cloud, Photo Mechanic, Adobe Premier Pro

### Transferable/Soft Skills

- A communications professional with 19 years' experience in social/digital media, social video, strategic communication, analytics, and content marketing with a breadth of experience in traditional news content, digital-only media and in agency settings with high-profile clients
- Highly organized and detail-oriented with a demonstrated ability to correctly prioritize responsibilities and successfully multi-task in a high-volume environment with speed and accuracy on a daily basis
- Advanced analytical and creative writing skills to attract and engage targeted audiences
- Simple to complex project strategy, execution, and management with adept ability to identify optimal media platform (social networking, microblogging, photo/video sharing) and format (text, video, audio, presentations, images, podcasts, etc.) to resonate with targeted market
- Community management; creating, observing and responding to conversations within brand community; monitoring and responding to posts, engaging with brand advocates; responding to trolls and negative feedback to promote positive PR
- Adept ability at optimizing technology of search, mobile, and content ecosystem to guide consumer through revenue funnel from awareness to purchase and re-purchase phases