

# Jenny Konopinski

—marketing, strategy, and branding—

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## SUMMARY

With a diverse background in visual arts and marketing—I thrive in creating new content and strategy, fearlessly spearheading new projects and getting the job done with a proven track record of success.

A motivated team player and a natural leader with a strong initiative, I've undertaken projects and started new programs to create data-driven and cutting-edge content for web, email and social media with a focus on branding and new customer acquisition.

## EDUCATION

*Aug 2001 - June 2005*

**Ithaca College, Roy H. Park School of Communications, Ithaca, NY**

- Bachelor of Science in Cinema & Photography with a concentration in Still Photography
- Minors in Art History and French
- Graduated Cum Laude with a GPA of 3.6

## EXPERIENCE

*Sept 2016 - Present*

**barre3, Portland, OR - Senior Digital Marketing Manager**

- Increased MRR by 38% through strategic campaigns and marketing initiatives
- Author creative briefs and strategic planning to drive acquisition and retention for the online business unit
- Implemented utm tracking on emails and campaigns to drive data-driven decision making and analysis
- Increased retail revenue by 30% YOY with strategic marketing campaigns to drive traffic and increase revenue (organic social, email marketing, paid social, promotions and sales)
- Conduct regular client research via surveys, testing, and customer outreach
- Lead strategic, data-driven efforts to optimize CTR and conversion on barre3.com through A/B testing
- Strategy, content, and development of B3 Anywhere, a socially-led summer challenge with over 22K participants worldwide
- Lead initiatives for the online and retail business unit while working with key stakeholders and executive team members to meet KPIs
- Managed external paid media partners for search and social to drive acquisition
- Key stakeholder for the digital team roadmap

*Feb 2014 - Sept 2016*

**Crafts Americana Group, Vancouver, WA - Marketing Director, Knit Picks**

- Increased email revenue by 14% through implementation of new email campaigns
- Plan, coordinate, and analyze routine A/B testing on website and email
- Concept, develop, and style photography used in email campaigns and across all social media channels
- Concept, develop, and execute an average of 3 emails per week (\$4+ million in revenue annually)
- Develop data-based strategies to improve site functionality, increase email revenue & test new programs

*Continued*

**Crafts Americana Group, Vancouver, WA - Marketing Director, Knit Picks**

- Work cross-functionally with key stakeholders for a brand with \$14+ million in annual revenue
- Perform in-depth analytics for weekly email reports as well as mid-cycle and quarterly reports
- Concept and execute strategic multimedia marketing campaigns across all channels including interactive social media campaigns that communicate the voice of the brand while genuinely engaging with customers

*Jan 2011 - Jan 2014*

**Crafts Americana Group, Vancouver, WA - Multimedia Manager, Knit Picks**

- Development of all media content including semi-monthly podcast and continuous video content
- Work closely with marketing to create interactive media plans to be used for social media campaigns and email content
- Write copy for web and catalog, contributor to company blog
- Lead, research and prototype new product development
- Perform quarterly reporting with a focus on all media-related content activity

*Jan 2008 - Dec 2010*

**Dublin Bay Knitting Co., Portland, OR - Store Manager, Brand Development**

- Review and manage inventory, purchase orders, shipping, receiving, and sales
- Created brand identity, logo, packaging, pattern layout design and marketing materials for Solstice yarns
- Plan, create and execute email content and campaigns
- Design web banner ads, manage online advertising
- Manage and update e-commerce platform
- Copywriting for website, ads, products, and email

*Feb 2008 - Dec 2008*

**Angelvision Technologies, Portland, OR - Animator & Flash Developer**

- Develop, produce and animate 3-minute advertisements (DVD, Email, Web) for worldwide clients
- Work directly with project managers and clients under extremely tight deadlines while maintaining the client's brand identity and guidelines throughout the complete design process
- Create custom illustrations for animations using Illustrator and Photoshop

## SKILLS

Adobe CC, Microsoft Word, Excel, Powerpoint, Google Suite, Google Analytics, Wordpress, Mixpanel, Campaign Monitor, VWO, Jira, Basecamp, Slack, Video and Audio editing, Film and Digital Photography, Mac and PC Friendly.