

JESSICA THIEFELS

Content and Social Media Marketer, Writer, Editor

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📍 San Diego, CA

I am a passionate content and social media marketer, with seven years of experience writing content, creating strategies, and executing on company goals, including driving revenue and building an active online audience.

EDUCATION

School: University of Vermont

Degree: Bachelor of Arts, May 2010

Major: English **Minor:** Women's Studies
NASM & ACE Certified Personal Trainer

SOFTWARE PROFICIENCY

WordPress, Mixpanel, Google Analytics, Active Campaign, MailChimp, SendGrid, Oktopost, SproutSocial, Bit.ly, Google Sheets, Google Forms, Google Docs, HelloBar, GetSiteControl, SumoMe, Shareaholic, Slack

WORK EXPERIENCE

Self-Employed, May 2016 – Present

Freelance Writer and Content Consultant

- › Write for health publications such as 24 Hour Fitness, Reader's Digest, MyFitnessPal and Shape.
- › Regular small business/marketing contributor to Lifehack, Manta, Virgin, and StartupNation.
- › PR media outreach and guest posting for a wide range of clients and industries, including: business, marketing, startup, real estate and health/fitness.
- › Featured on Forbes, Business Insider, Reader's Digest, AARP, MyFitnessPal, PBS and Business2Community.

Learn2earn, Oct. 2014 – Apr. 2016

Director of Social Outreach

- › Expanded blog from 0 to 140K monthly pageviews, transforming it into a lead-driving tool that provided more than 2K high-quality leads for the sales team.
- › Optimized social pages and sharing strategies to increase following from a collective 3K to more than 20K.
- › Used A/B Testing, Google Analytics and Mixpanel to strategically design and optimize blog advertisements.
- › Created 5 pieces of viral content that collectively drove more than 3 million pageviews over the course of 6 months.

Active.com, May 2013 – Oct. 2014

Associate Online Editor

- › Produced more than 200 pieces of SEO-optimized content—one piece ranks #1 on Google for "Camping Essentials."
- › Grew Reserve America Facebook following 150%, from 7K to 18K with strategic content optimization and outreach.
- › Sourced and managed a network of 10+ paid contributors.

Business.com, Dec. 2011 – Apr. 2013

Copywriter

- › Developed and managed a network of 50+ guest bloggers, pushing more than 300 posts live in 13 months.

SKILLS

- › Up to date with Google SEO best practices.
- › Experienced with AP style guide.
- › Strong understanding of Google Analytics.
- › 5 blogs managed and 600+ posts live online.

REFERENCES

Available upon request.