

Profile

Results driven communications expert with over 10 years of hands-on experience in print, online, e-commerce marketing, and social media in highly competitive markets. Proven ability to develop and deliver highly effective content to drive revenue growth, new customer acquisition, and expand brand awareness.

Core Strengths:

- ❖ Content Management
- ❖ Social Media Engagement
- ❖ Brand Identity
- ❖ E-newsletters
- ❖ Web Content Writer
- ❖ Content Development & Management Strategies
- ❖ Web Analytics & Reporting
- ❖ Internet Revenue Generation
- ❖ Project Management
- ❖ Offline Networking/Community Development

Experience

Online Editor

2013 to present

F+W Media

(formerly New Track Media)

Increased traffic and revenue for 4 magazine titles and 5 websites. Responsibilities include growing website traffic, identifying and defining content to support SEO and customers, improving website conversion, and being the 'face' of the online community.

- ❖ **Increased revenue in Q1–Q4 2015 +50% from previous year for online e-commerce site**
 - Improved email open rates through editorial marketing, targeting audience, experimentation.
 - Created popular product bundles for online retail site.
 - Rewrote descriptions, SEO, meta data, keywords on older pages, added links to pages.
 - Determined what products were potential best sellers based on research, trends and knowledge of audience.
 - Communicated key web analytics to executive team on weekly basis.
- ❖ **Grew Facebook fan page from 27,000+ to over 100,000+ (and increased other pages simultaneously)**
 - Community Manager for 4 magazine titles and all their respective social sites. Accountable for the exponential growth on all channels by participating in minute-by-minute conversations, answering questions, offering solutions and sparking discussions.
 - Developed and implemented online editorial polices & best practices for team members to follow.
 - Create multiple social media campaigns for new product with direct impact of growth and revenue.
 - Craft useful, findable and engaging content for audiences through e-newsletters and blog posts.
 - Highly adept at organic marketing to audiences, proven through higher click rate and audience engagement.
 - Write 6 newsletters for up to 80,000+ subscribers each. Responsible for all reporting and tracking.
 - Write engaging, SEO optimized content for several blogs. Track all metrics and analytics.
- ❖ **Video Marketing and Product Creation**
 - Create and edit 'sizzle' videos for use in social media campaigns.
 - Initiated and completed move of video assets from one e-commerce platform to another in order to take advantage of consumer's appetite for online learning. Project required coordinating with multiple departments
 - Curate highly popular e-book titles, repeatedly made Top 10 best sales performers.
 - Created legacy and training documents for essential processes and practices.

Experience (continued)

For more on my work at F+W Media please go to www.jillcase.com.

Experience
(continued)

2009 to 2014

Online Communications - Contract
Communications & Online Specialist

Working as a freelance web content writer, professional blogger and ghostwriter and researcher to provide web content for a number of businesses. Consistently commended by clients for excellent research, high standard of writing, professional (yet engaging) and quick turnarounds.

Clients include the following:

❖ **Premier Data Services – Document Analyst**

Support the GIS Production team and Resource Management team on multiple projects.

- Oil & Gas Lease Project – Proof of Concept Stage to Pilot Program
- Land Utilization Project – Arkansas (1930's) Archival project
- Research chain of title and abstract
- Proofread land descriptions
- BLM – GLO Automated Records Project – www.glorerecords.blm.gov
- Large multi state archival project for the Bureau of Land Management

❖ **HomeWatch Caregivers – Content Specialist**

- Conducted original research and wrote assigned content for newsletters and website. Published monthly newsletter to email subscribers
- Followed in-house editorial, formatting and style guidelines
- Established document review process
- Copy editing and document formatting as required

❖ **The 4th Media – SEO Writer**

- Wrote hundreds of SEO optimized articles for websites (topics included consumer goods).
- Input SEO Meta tags to articles for easy web page linking, assigned minimum three hyperlinks to each article and delivered assignments with a 24 hour turnaround.

❖ **Caption Colorado – Technical/Financial Text Editor**

- Proofed and edited financial reports for multiple business through Caption Colorado
- Transcribed and edited financial transcripts

For more information on past work history please go to www.jillcase.com.

Education

Professional

Metropolitan State University – Denver, Colorado

Bachelor of Arts – English/History

❖ **Organizations**

- International Web Masters
- Web Professionals
- Denver Design Incubator Volunteer
- WISE - Women in Sustainable Energy
- Center for Visual Arts – Volunteer
- American Sewing Guild - Denver Chapter 1st Vice President

❖ **Classes and Workshops**

- SEO and Inbound Marketing Webinars - MOZ 2013
- State of SEO & Internet Marketing - SEO MOZ Hubspot
- SEO Web Analytics
- Ins and Outs of Local SEO 2014
- Northwestern University Content Strategy for Professionals: Engaging Audiences For Your Organization - 2015
- Introduction to Graphic Design – December 2015

❖ **Speaking Engagements**

- Colorado Association of Libraries 2014