

# Jill Case

## CONTENT- SOCIAL MEDIA - WEB

### // CONTACT

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### // EDUCATION

BACHELORS OF ARTS DEGREE  
Metropolitan State University

#### CLASSES & WORKSHOPS

Social Trends for 2018  
Writing Evergreen Content 2018  
Ins & Outs of Local SEO -2016  
Intro to Graphic Design 2016  
Content Strategy - Northwestern  
University 2015  
State of SEO & Internet Marketing -  
SEO MOZ Hubspot - 2014  
SEO Web Analytics - 2014

### // SKILLS

#### + PROFESSIONAL

CREATIVE •  
CURIOUS •  
TEAM PLAYER •  
ORGANIZED •  
FLEXIBLE •  
SELF-MOTIVATED •  
COLLABORATIVE •

### // PROFESSIONAL STATEMENT

Working as an Online Editor and a Web Producer creates a coveted skill set of web, social media, marketing and content. Bringing multiple disciplines into one package to create a unique, creative and versatile team member.

### // EXPERIENCE

Online Editor & Web Producer / F+W Media - February - 2013-Present

**Content** – prolific writer that can generate revenue through newsletters, SEO and on target marketing copy.

- Write multiple monthly newsletters for up to 50,000+ subscribers each.
- **Grew subscriber list** by 27% in 2017 by offering improved premiums and content.
- Write **high performing** evergreen content with best piece reaching views of 88,000+
- Rank **# 1 on Google search** for blog posts focusing on specific topics, keywords.
- Produce attention-grabbing copy and graphics for products, emails, and courses.

**Social Media** – Demonstrated ability to grow accounts, manage reputation and generate revenue all while staying true to brand. (13 social networks total).

*\*Building audiences is my specialty.\**

- Juggle multiple accounts, while staying on brand and maintaining distinct voices.
- **Grew lead account from 27k to 100k** by engagement, consistency and content.
- Revamped social media strategy by focusing on metrics, content and customer.
- Exclusively grew main Instagram account from **124 to 10,000 fans**.
- Highly adept at creating content to boost engagement and audience.
- Develop and manage social media marketing campaigns and all reporting.

**Web** – Hybrid position combining writing, design and marketing. Responsible for driving traffic to website and ensuring excellent user experience.

- **Lead Producer** for 7 websites. Oversee scheduling, maintenance, reporting, page building and improvements, user experience and reputation management.
- Assist in website migrations: dev site testing, 301 redirects, update internal links, fix error codes.
- Create digital eBooks (RCLPs) with a focus on email capture for email marketing campaigns.
- Experience in Drupal, Wordpress, Ruby On Rails and proprietary.

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## // SKILLS

### + TECHNICAL

Adobe Creative Suite



Content Management



Editing/Writing



HTML/CSS



Search Engine



Social Media Marketing



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## // OTHER

SPEAKING ENGAGEMENTS

CO ASSOCIATION OF LIBRARIES

March - 2015

FOUNDER & OWNER

DENVER SEWING COLLECTIVE

2010- 2018

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## // DIVERSIONS

PHOTOGRAPHY •

MANDOLIN •

PADDLE BOARD •

TRAPEZE •

FASHION •

TRAVELING •

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## // EXPERIENCE CONTINUED

**Digital Communications** Freelance and Contract – Remote and Local  
2009/2014

Working as a freelance web content writer, blogger and researcher to provide web content for a number of businesses. Balanced and creative, well-written content, catchy subject lines with SEO to ensure effectiveness of online strategies.

- Premier Data Services – Document Analyst – Support GIS Production and Resource Management teams on multiple projects. Oil and Gas, BLM Land Utilization Projects.
- HomeWatch Caregivers – Content Specialist – Published newsletters, updated website, copy editing and support to Fort Collins office. Remote.
- The 4<sup>th</sup> Media – SEO Writer – Wrote hundreds of SEO optimized articles for websites.
- Caption Colorado – Technical/Financial Editor – Proofread, edited financial reports for multiple businesses through Caption Colorado. Transcribed, edited financial reports.

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## // GETTING THE JOB DONE

### BUSINESS INTELLIGENCE TOOLS

Google Analytics, JIRA, Looker

### SEARCH ENGINE OPTIMIZATION

24 Trends

Google Trends

Google Visibility Reports

Moz Keyword Explorer

UTM Tracking

### WRITING

Adobe, AP Style Guide, Exact

Target, Mequoda, WordPress,

### SOCIAL MEDIA

Buffer, Epictions, Hootsuite,

Lumen 5

### COLLABORATION

SharePoint

Slack

Trello

### CLOUD STORAGE

Amazon S3

Cyber Duck

Dropbox




**For More**

Job history, skills &  
portfolio visit  
[www.jillcase.com](http://www.jillcase.com).

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## // SOCIAL

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