

# JENNIFER CLORE



## EDUCATION

BACHELOR OF ARTS, MAJOR IN ADVERTISING  
Pennsylvania State University

ONLINE WEB DESIGNER PROGRAM  
Francis Tuttle Technology Center

GOOGLE ADS SEARCH QUALIFICATION

LINKEDIN MARKETING FUNDAMENTALS  
CERTIFICATION

HUBSPOT INBOUND MARKETING CERTIFICATION

HUBSPOT CONTENT MARKETING CERTIFICATION

GOOGLE ANALYTICS INDIVIDUAL QUALIFICATION

## CONTACT



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[clorecreative.com/marketing\\_portfolio](https://clorecreative.com/marketing_portfolio)

## DIGITAL MARKETING STRATEGIST

Archetype | Oct 2020 - September 2023

- Led omnichannel marketing strategies with projected goals and timelines for our consulting clients in the healthcare, wellness, employee benefits, and HR tech space
- Participated in cross-functional collaboration with product development and sales teams to bring products and services to market
- Built strong client relationships via touchpoint meetings with clearly defined agendas, discussion points, KPIs, and next steps, providing transparency and progression status
- Established marketing best practices, frameworks, and playbooks to help clients scale their marketing initiatives and educate their internal marketing teams
- Developed and executed on marketing strategies for new and existing products, including email marketing, web design, social media, and content marketing for various clients
- Provided consulting services on Google Ads and Google Analytics GA4 migration
- Successful campaigns include the content creation and promotion of a webinar event with a 42% registration rate and a benchmark report with a 36% landing page conversion rate

## CONTENT MARKETING WRITER

The Institutes | Oct 2018 - Aug 2020

- Developed persona-based marketing content to support the customer journey, increase lead capture and improve conversion using Hubspot and Drupal
- Created, executed, and tracked email marketing initiatives, including automation efforts, leading to increased sales, and engagement
- Lead a yearly discount promo campaign that exceeded revenue goals by 20% in 2020
- Evaluated tactics and adjusted campaigns based on CTR, bounce rates, interactions, and benchmark conversion rates

## FREELANCE MARKETING

Clore Creative | July 2017 - Present

- Created, edited, and published blog articles, social media posts, sales copy, and other writing tasks for various clients
- Contributed social media content that resulted in a Silver Oklahoma Advertising Industry Award in 2018 for client Aurora Breakfast, Bar, & Backyard

## MARKETING ADMINISTRATOR

Red River Roofing | Dec 2013 - Oct 2018

- Achieved a 35% increase in qualified leads from website and online traffic
- Created SEO-friendly blogs that were top-ranked entry points on the website and strengthened overall website traffic
- Orchestrated website redesign and content builder using Adobe Business Catalyst
- Initiated and maintained email marketing and paid and organic social media campaigns using Constant Contact, MailChimp, Hootsuite, and Hubspot
- Assessed online presence through Google Analytics
- Produced eye-catching print material and online graphics using Canva
- Created scripts for radio and TV commercials

## MARKETING ASSISTANT / OFFICE COORDINATOR

SafetySkills | Mar 2011 - Dec 2013

- Maintained and assessed Google Adwords account
- Implemented monthly email marketing campaigns using iContact, MailChimp, and Salesforce
- Led the design, management, and content creation for the company's website, blog, and all social media platforms
- Provided customer service and technical support to users of the Learning Management System