

AMY JORGENSEN

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DIGITAL MARKETING
SOCIAL NETWORK MARKETING
USER INTERACTION
PROJECT STRATEGY
CONTENT STRATEGY

EDUCATION

BACHELOR OF SCIENCE in Business Marketing, University of Florida, April 2010

EXPERIENCE

MICHIGAN STATE UNIVERSITY

2014

DIRECTOR OF CREATIVE SERVICES, ASSOC. DIRECTOR OF INFORMATION SERVICES

Directed, coordinated, and measured divisional strategic marketing initiatives, branding standards, and production from the creative team including print and digital design and production, graphic design, multimedia presentations and special projects. Managed a high-performing team of professional designers and multimedia specialists.

- Increased production by 600% by introducing project strategy, content calendars, and marketing plans.
- Increased client satisfaction through the introduction of concept boards, discovery sessions, and creative presentations.

UNIVERSITY OF MICHIGAN HEALTH SYSTEM

2012-2014

SENIOR BRAND MANAGER FOR DIGITAL COMMUNICATIONS

Developed digital marketing and communication strategies and actions with client managers based on organizational objectives, market characteristics, and digital analytics and metric evaluation. Enhanced organization digital assets including user interaction (UI), search engine optimization (SEO), search engine marketing (SEM), website structure and functionality, and content development.

- Designed information architecture for the website including wireframes, a sitemap, and user profiles.
- Created communication pieces to illustrate digital metrics and revolutionize strategic direction for the hospitals.

UNIVERSITY OF FLORIDA

2007 – 2012

MARKETING COORDINATOR

9/10 – 10/12

Focused on high volume project management and business partnership development. Designed, coordinated, and executed all marketing, branding, and communication strategies for positive consumer engagement including printed publications, website design and management, television broadcasting, social media, customer relations marketing, and digital signage. Supervised 5 marketing personnel and additional student volunteers.

- Designed and integrated a new internal social networking site with over 8,000 daily customers.
- Presented at the undergraduate orientation with over 20,000 attendees.

CUSTOMER RELATIONS MANAGER & DEVELOPMENT ASSOCIATE

2/09 – 7/10

Analyzed marketing analytics and business objectives to develop fund raising strategies. Cultivated relationships as a primary alumni association liaison.

- Built customer service and business etiquette guidelines and trained staff.
- Designed the marketing strategy for the \$2.5 million Alumni Challenge.

INTERIM OFFICE MANAGER & SENIOR SECRETARY

7/07 – 2/09

Managed daily program operations for 14 professional and 65 student staff at seven area desks.

- Initiated and instructed department customer service classes.
- Created the 1st administrative manual for efficiency and cross training.

WALT DISNEY WORLD

2004 – 2007 & 2010

INTERNAL COMMUNICATIONS & MARKETING PROFESSIONAL INTERN

6/10 – 9/10

Established, implemented, and maintained internal and external communications for Disney Worldwide Safety including electronic and print infrastructures with a strong ability to act independently and leverage internal partnerships.

MARKETING ASSISTANT, KISSIMMEE GUEST SERVICES FOR WALT DISNEY WORLD

11/06 – 6/07

Directed all marketing and branding approaches including event management, promotional items, web site design, print materials, and business-to-business relationships. Interviewed, hired and trained guest service candidates in marketing strategies and procedures.

- Doubled external partnerships.

SENIOR ARTIST, ENJOY YOUR FACE, INC. FOR WALT DISNEY WORLD

2/04 – 11/06

- Exclusively promoted to work at Universal Studios Japan division in 2005

AWARDS & CERTIFICATIONS

- Marketing Live Host, HigherEdLive.com, 2014
- RHS Project Management Certification, Michigan State University, 2014
- 2012 ACUHO-I Business Conference "Best of" Presentation
- Distinguished Membership, National Society of Collegiate Scholars, 2012
- Management Supervision Certification, University of Florida, 2012
- 2011 ACUHO-I Business Conference "Best of" Presentation
- Fiscal Management Certification, University of Florida, 2008
- EYF Employee of the Month, February 2005