

AMY JORGENSEN

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15+ years of experience leading award-winning branding, marketing, and communication strategies and infrastructures for top brands. Directs large teams with high-volume project management skills and develops collaboration across large matrix organizations to increase customer acquisition and enhance user experiences.

EXPERIENCE

DIRECTOR OF MARKETING & COMMUNICATIONS

October 2018 – Present

Georgia State University College of Law

Lead the development and implementation of an integrated marketing and communications strategic plan with a \$400,000 budget. Evaluated and improved department goals, business practices, brand standards, marketing tactics, faculty media presence in top news sources, resource allocation, metric evaluation, and marketing tactics from digital to print design. Created first-ever college-wide communications calendar.

- Saved over \$200,000 in spending and hundreds of college-wide duplicative efforts through strategic analysis and project management implementation.
- Managed 10+ staff members in completing 10,000 tasks a year.
- Partnered with admissions to develop a marketing campaign and deliverables to increase applications by 24%.
- Directed emergency communications to over 10,000 community members.
- Improved all social media engagement including 18% for Facebook, 518% for Twitter, and 198% for Instagram.
- Created brand resources for 18 departments, offices, clinics, centers, and the entire college of law.
- Consolidated, rewrote, and redesigned over 5,000 pages from multiple college websites into a single site with increased usability and engagement: 13% increase in average time on a page, 3% lower bounce rate, and 6% lower exit rate.

ASSOCIATE DIRECTOR OF MARKETING & COMMUNICATIONS

October 2014 – September 2018

University of Virginia

Redefined the brand architecture for the Career Center while developing marketing and communication plans for diverse target audiences. Created and optimized complex communication processes, systems, and organizational practices to improve resource efficiency. Managed a team of 5 in all content development and trained over 100 staff on best practices.

- Best Brand Execution Award, University of Virginia, 2017
- Increased direct customer interaction with the UVA Career Center by 46% due to a complete brand experience redesign.
- Increased website monthly users by 160% through a complete website visual and content redesign.
- Cultivated 4,800 new active followers through social media marketing (+200% increase) and quadrupled engagement.
- Created the UVA Events App with 22,000+ unique users and 125,000+ engagements.
- Developed a comprehensive email marketing strategy that develops personalized content for higher engagement, with 2x higher open and click-through rates compared to the industry average.

DIRECTOR OF CREATIVE SERVICES, ASSOCIATE DIRECTOR OF INFORMATION SERVICES

March 2014 – August 2014

Michigan State University

Directed strategic marketing initiatives, branding standards, and production from 10 high-performing creative team members.

- Improved production from three weeks to three days by introducing project strategy, content calendars, and marketing plans.
- Increased client satisfaction through the introduction of concept boards, discovery sessions, and creative presentations.

SENIOR BRAND MANAGER FOR DIGITAL COMMUNICATIONS

November 2012 – March 2014

University of Michigan

Enhanced University of Michigan Health System organization digital assets including user interaction (UI), search engine optimization (SEO), search engine marketing (SEM), website functionality, and content development.

- Created communication pieces to illustrate web analytics and revolutionize strategic direction for the Health System.

MARKETING COORDINATOR III

August 2010 – November 2012

University of Florida

Supervised 5 staff and additional volunteers for Housing and Residential Education.

- Distinguished Membership, National Society of Collegiate Scholars, 2012
- Presented at the undergraduate orientation with over 20,000 attendees.

EDUCATION

MASTER OF BUSINESS ADMINISTRATION (MBA), University of Florida

2018

BACHELOR OF SCIENCE in Business Marketing, University of Florida

2010