

Jenny L. Ivy

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SUMMARY

- Skillful website specialist with over 10 years of experience in site production and digital content management.
- Proficient in UI/UX best practices, SEO, social media strategy, writing, and editing.
- Expertise with HTML, CSS, and other front-end technologies.
- Versed in several digital marketing touchpoints.

TECHNICAL SKILLS

- **SEO/Metrics:** Semrush, Screaming Frog, Google Analytics, Omniture, Adobe Analytics, Siteimprove
- **Project Management:** Jira, Asana, Microsoft Teams, Trello, Workfront
- **Languages:** HTML5, CSS3, JavaScript
- **Development Tools:** Visual Studio Code, Figma
- **CSS Frameworks:** Materialize, Bootstrap
- **Content Management Systems:** Drupal, SharePoint, WordPress, Kentico
- **Social Media:** Hootsuite, Sprout Social, SocialFlow
- **Other:** AP Style, Microsoft Office, Adobe Creative Cloud, Mailchimp, Constant Contact, Final Cut Pro, Slack, Canva, Gravity Forms

RELEVANT EXPERIENCE

Freelance web developer/social media copywriter/digital content editor

January 2024 – Present

Digital Delivery Specialist (Contract)

Janus Henderson Investors | Denver, CO | June 2023 – December 2023

- Delivered content publishing and digital projects across 70+ websites in 9 languages.
- Quickly learned how to navigate a complex, multi-environment WordPress content management system.
- Worked with international stakeholders and UX/UI collaborators to build and maintain web pages, ensuring adherence to design guidelines and regulatory compliance.
- Used HTML, CSS, and a page-builder plugin (Beaver Builder) to customize and responsively style website pages, promotional banners, tables, and other digital elements.
- Helped to boost overall site accessibility and performance scores to above 90, according to Siteimprove metrics.

Digital Web Content Specialist

MGMA | Englewood, CO | June 2022 — October 2022

- Managed content and quality assurance across digital and eCommerce platforms on [MGMA.com](https://www.mgma.com).
- Developed and maintained web content and page layouts, including landing pages and HTML elements.
- Created engaging and SEO-friendly web content using Kentico CMS with several pages moving up to top-ranking positions on search engine results pages (SERPs).
- Collaborated with the marketing team on digital marketing campaigns and to enhance web user experience based on data analysis.

Digital Distribution Producer

KDVR FOX31/CHANNEL 2 NEWS/Nexstar Broadcasting | Denver, CO | October 2020 – April 2022

- Posted stories, videos, and images to KDVR.com, focusing on compelling headlines and content while implementing SEO best practices.
- Consistently monitored breaking local and national news and ensured important content and digital assets were immediately published to all platforms as needed. This included creating app push alerts.
- Managed social media accounts during shifts. Accounts included Twitter, Facebook, and Instagram.
- Clipped video using Anvato and attached videos to stories within WordPress.
- Part of a digital team that won a 2022 regional [Edward R. Murrow Award](#).

Digital Content Producer

New Hope Network/Informa | Boulder, CO | November 2016 – June 2018

- Created and managed all digital content for deliciousliving.com and its social media channels.
- Effectively helped increase the number of unique visitors and website visits by more than 20% yearly.
- Under strict deadlines, drafted, edited, and deployed three e-newsletters per week that generated around 20% of weekly website page views.
- Designed images and graphics using Photoshop and Canva.
- Identified SEO opportunities and optimized content accordingly.

SEO Content Associate

PaperStreet | Fort Lauderdale, FL (remote) | August 2015 – November 2015

- Applied on-page optimization for clients, including writing title tags, H1 tags, and meta descriptions.
- Drafted and revised website architectures for new and existing clients.
- After performing full website audits, consulted on content creation for SEO optimization.
- Optimized content for clients' social media platforms, including YouTube, Facebook, and LinkedIn.
- Analyzed client websites for content quality and SEO best standards.

Web Editor

Emlen Media | Denver, CO | June 2014 – August 2015

- Produced and edited content for greenbuildingnews.com and hconews.com.
- Wrote and managed content for monthly newsletters.
- Contributed monthly articles to print publications.
- Assisted with edits for online and print publications as needed.
- Responsible for social media management and engagement.

Managing Editor

Summit Business Media | Centennial, CO | March 2007 – August 2012

- Managed content flow and met deadline goals for *Boomer Market Advisor*, *Bank Advisor*, *Benefits Selling* magazines, and BenefitsPro.com.
- Used metrics and followed SEO practices to drive online content strategy and enhance brand awareness.
- Learned and utilized HTML skills for daily and weekly e-newsletter production.
- Oversaw social media presence and outreach.
- Responsible for quality assurance, including writing and editing digital and print content.
- Edited and uploaded video files to website using Final Cut Pro video-editing software and YouTube.

EDUCATION

- **Bootcamp Certificate in Full-Stack Web Development** — University of Denver, 2019
- **B.A. Technical Journalism, English Minor** — Colorado State University, 2006