

JENNA BARRY

DATA-DRIVEN MARKETING PROFESSIONAL

CONTACT

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jennabarry.com

EDUCATION

Bachelor of Science in Advertising

University of Florida , 2017-2021

Cum Laude

SKILLS

Canva

Google Analytics 4

Social Media Strategy

Adobe Creative Cloud

Microsoft Office 365

Google Advertisements

Mailerlite Email Marketing

Hootsuite

Sprout Social

Asana

Strata

Airtable

SEO strategies

Goldmine CRM

Content Creation

WORK EXPERIENCE

Marketing Manager

Air Animal Pet Movers, April 2024-Present

- Developing and scheduling engaging social media content on Instagram, Facebook, TikTok, and LinkedIn to boost brand visibility and audience engagement.
- Cultivating and maintaining strong marketing partnerships with veterinarians and logistics professionals to enhance referral networks and brand credibility.
- Spearheaded a website redesign, leveraging new branding and SEO strategies in collaboration with a developer, resulting in a 169% increase in monthly leads and boosting quote form completions from an average of 239 to 644 in October 2024.
- Launched a Google Ads campaign that is currently generating an 8% conversion rate.
- Strategically managing our limited marketing budget by partnering with influencers, publications, and other opportunities that reach and engage our target audience.

Media Specialist

Pinnacle Advertising Agency, January 2022-April 2024

- Created and maintained precise media estimates in Strata for both supplemental and non-supplemental media buys, ensuring accuracy and alignment with campaign goals.
- Conducted monthly Post Analysis Reporting to verify that media vendors fulfilled their commitments, ensuring accountability and optimal performance.
- Collected and uploaded client invoices into the appropriate software, streamlining financial processes.
- Managed monthly invoice reconciliation to ensure accuracy and promptly resolved discrepancies.
- Oversaw and maintained Media Tools, the media planning software, ensuring that client media plan details were up-to-date and reflected accurate monthly and annual media budgets.

Marketing Intern

VinePair, May 2021-November 2021

- Developed and implemented Pinterest strategies that boosted average daily impressions by 21% and grew the total following by over 3,000 in 3 months.
- Crafted compelling, client-approved copy for sponsored Tweets and Pins, driving engagement and brand visibility.
- Designed visually appealing graphics in Photoshop for daily Pinterest content, enhancing brand aesthetics and audience interaction.
- Authored captivating product descriptions for an e-commerce store, effectively highlighting product value and driving sales.
- Strategized weekly Instagram content that increased following by 5% within 3 months, contributing to consistent audience growth.