

JESSICA HULETT

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PROFILE

- Marketing and content professional with more than 15 years of experience
- Proven track record utilizing both emerging and established marketing channels to grow audiences
- Skilled writer with a thorough understanding of how stories drive engagement

RELATED EXPERIENCE

Self-employed, January 2015 – Present

Freelance Content Marketing Specialist

Worked for a variety of clients creating content to help drive traffic and engagement, including:

- **Time Inc.:** Drove content and email strategy to help increase sign-ups to Cozi, Real Simple's family organizer app
- **Vitals:** Revamped more than 100 medical guides to appeal to consumers, wrote content for sponsored editorial campaigns, and crafted language for health provider search app
- **JDS Therapeutics:** Devised content strategy for menopause supplement blog and wrote posts to amplify brand attributes and educate readers about natural approaches to treatment
- **Besins Healthcare:** Wrote about nutrition, diet and healthy eating for the company's consumer-facing website, Pure Matters
- **Scripps Networks Interactive:** Managed Food2.com, a millennial-focused website blending food and pop culture
- **AOL:** Created content for and oversaw the editorial launch of Kitchen Refresh, a healthy cooking hub

Wellness Amplified, Inc., January 2017 – November 2018

Director of Content Marketing

Managed content strategy and implementation for health and wellness-focused influencer marketing agency, including website, email and social media copy. Worked with clients and credentialed influencers to craft copy for branded content campaigns. Managed special client projects, including blog and video campaigns. Ran paid marketing posts on Facebook and LinkedIn.

Synergistic Marketing, LLC, June 2012 – June 2015

Content Marketing Manager

Crafted and implemented content, email and social media marketing strategy for digital coupon and lifestyle website. Handled all paid social media and search engine marketing placements. Fostered relationships with influencers and media in the coupon space to drive traffic. Analyzed metrics on a regular basis and optimized content and marketing efforts based on findings. Worked with clients and partners including French's Foods, SC Johnson and Meredith Corporation on branded content initiatives, advertising programs and product giveaways.

Daily Insight Group, June 2011 – January 2012 and February 2006 – February 2008

Marketing Producer

Managed daily operations of ecommerce and content website and its social channels. Created editorial strategy and style, and identified the overall brand voice. Drove creative direction for marketing campaigns, including site launches, seasonal and sales events, and member registration initiatives. Led the production of three weekly newsletters sent to more than three million members, which included writing all copy, providing creative direction and analyzing opens, clickthrough rates and sales to identify areas to optimize.

iVillage Inc., August 2003 – July 2005

Network Editor

Wrote copy for, programmed and maintained iVillage.com's homepage daily. Wrote bi-weekly newsletters for network promotion. Created formal process for launching integrated online sponsorships. Helped create the strategy for the site's blogging platform, from identifying topics to integrating them within the network. Helped to shape and implement the new voice of the site for relaunch.

Bolt Inc., January 1999 – December 2002

Senior Content Manager

Worked with clients on branded content initiatives for teen-focused website, including Proctor & Gamble, Scholastic and Partnership for a Drug-Free America. Managed team of editorial producers. Oversaw all sweepstakes and giveaways.

EDUCATION

Natural Gourmet Institute, New York, NY

Completed Accredited Culinary Arts and Nutrition Program

Marist College, Poughkeepsie, NY

Bachelor of Arts in Communications

SKILLS

Adobe Photoshop | WordPress | HTML | CSS | Omniture SiteCatalyst | KickApps | Microsoft Word Excel, Outlook and PowerPoint | Search Engine Optimization and Search Engine Marketing | Facebook Pages, Ads Manager and Insights | Twitter Analytics and Advertising | Pinterest Promoted Pins and Analytics | Drupal | Google Adwords and Analytics | Tumblr | Hootsuite | Joomla | MailChimp | iContact | Basecamp | Asana | GatherContent | JIRA | Slack | Confluence