

JENNIFER BLAIR

COPYWRITER + DIGITAL CONTENT SPECIALIST

TL;DR

I'm a copywriter/Swiss Army knife who, by the grace of the Great Recession, fell face-first into digital marketing without ever losing my passion for words, big ideas, and the pursuit of the creative.

CONTACT ME

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STALK ME

Portfolio: jennifer-blair.co

Instagram: [@ohthatjenblair](https://www.instagram.com/ohthatjenblair)

LinkedIn: [/in/jtblair](https://www.linkedin.com/in/jtblair)

USEFUL SKILLS

- Brand and personality development
- Content strategy and social media strategy/management
- Paid social campaign management
- Data analytics, measurement, and reporting
 - Dangerous in the Adobe Suite
- Gets a rush from public speaking and presenting
- Thinks that if you're not 5 minutes early, you're late
- Unbelievably committed to producing high-quality work

LESS USEFUL SKILLS

- Expert cheese board assembler
- Has a novel in a drawer somewhere
 - Really, really good at trivia
 - Fluent in Pittsburghese
 - Cat whisperer

WHERE I'VE WORKED

SENIOR CONTENT MARKETING STRATEGIST

Crawford Strategy | Greenville, SC | June 2017 - Present

- Collaborate with art directors to concept and execute big ideas and brand campaigns across a range of media and industries, including travel and tourism, financial services, industrial, higher education, and healthcare. Clients include Haywood County TDA, North Myrtle Beach CVB, United Community Bank, American Zinc Products, Michelin, GSP Airport, and others.
- Pitch big ideas to creative director, internal account team, and clients.
- Create and pitch social and content strategies that work within proposed or existing budgets, and manage team to ensure they're working within those budgets.
- Lead content team of writers, graphic designers, and video editor to create and execute content campaigns across digital channels, including social media, websites/blogs, email, native ads, digital pre-roll, OTT, and more.
- Teach and mentor junior-level staff and interns in skills relating to copywriting, social media marketing, SEO, and digital marketing.
- Created a social and content department that grew from 2 small clients to 15 clients within a year...all while serving as the agency's only copywriter.

SENIOR MANAGER OF SEO & ANALYTICS

Flying Cork Media | Pittsburgh, PA | June 2014 - 2017

- Copywriter for digital campaigns in various industries, including early education, industrial, sporting goods, healthcare, and financial services. Clients included Kindermusik, Music Together, ANSYS, Carnegie Learning, GAMMA Sports and others.
- Led the content and social team to create SEO-friendly website content for blogs and social platforms; responsible for campaign measurement.
- Developed proprietary audit processes for SEO and social strategies that secured over \$50k in recurring business.
- Built sitemaps and guided content architecture.
- Led measurement strategies for proper campaign tracking, subdomain/cross domain tracking, and eCommerce tracking; presented reporting.

MARKETING COORDINATOR

Taylor Structural Engineers | Pittsburgh, PA | Dec 2011 - June 2014

- Created first digital marketing strategies for the company, including website development and email campaigns.
- Wrote copy for website, emails, and project profiles used in marketing materials.
- Maintained website and monitored analytics.

WHERE I LEARNED / ACQUIRED DEBT

ALLEGHENY COLLEGE, MEADVILLE, PA

BA, English - Fiction Writing Concentration

BA, History