

JASONBRICKER

Digital Strategist | Communicator | Content Strategist

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Profile

Digital and content strategist with over 15 years of experience in creating engaging content for online communities. Successful in creating and implementing online communication strategies that augment traditional communication methods, including online community management, social engagement, websites, mass email, text messaging, and social networking.

Experience

Digital Strategist Consultant; December 2015 - Present

- Provide corporations with an outside audit of digital assets and provide guidance as how to improve their online presence.
- Produce short, engaging animated videos with compelling story arcs.
- Oversee the production of online video content for political campaigns including the 2016 presidential campaign.

Darden Restaurants (Red Lobster); November 2005 - November 2015

Director of New Media, August 2011 - November 2015

- Brought Facebook following from 1.5 million to over 3 million and added over 100 thousand Twitter followers by generating fun and engaging content.
- Directed a staff of six in the creation of all online content including web, social media, video production, mass emails, and texting.
- Coordinated communication strategies with online influencers with a reach of over 200 million worldwide in promoting the global brand.

Assistant Director of New Media, March 2008 - August 2011

- Implemented the redesign of corporate website with user experience at the forefront.
- Coordinated various projects with the Marketing Department to expand customer engagement and reach in planned promotions.
- Initiated a monthly email to a customer list of over 600,000 over a three year period and grew that list to over 800,000 subscribers.

Senior Communications Specialist, November 2005 - March 2008

- Conducted email A/B testing along with website optimization, analytics and content creation.
- Helped spearhead the company's digital strategy and entry into social media.

Happy Cog; December 2003 - November 2005

Content Strategist

- Worked with medium to large sized brands in creating content inventories, audits, and copywriting for clients. Utilized A/B testing to help clients achieve conversion goals.
- Meeting with stakeholders to help them fully understand the scale of their projects.

Education

Rochester Institute of Technology, Rochester, New York

School of Imaging Arts & Science

BFA, New Media Design, May 2003

Skills

Adobe Photoshop, Adobe InDesign, Salsa Labs, Mobile Commons, Facebook/Google/Twitter Ads, Google Analytics, Keyhole Analytics, Microsoft Excel, Drupal, WordPress, Certified NationBuilder Expert, Blue State Digital Tools

References

Available upon request.