

Jenna B. Hall

Content Manager

www.jennabhall.com

Content strategist with expertise in producing channel-optimized content, managing production schedules, and overall execution on creative vision.

980.622.4610

hall.jennab@gmail.com

Skills

Copywriting, editing, script writing, video production, podcasts, SEO & keyword research, social media, project management, content marketing strategy, HubSpot, WordPress, Wix

Recent Experience

Sales Factory / Content Manager

AUG 2021 - FEB 2024

Responsible for written and visual content strategy for the Business Development department of one of Adweek's 100 Fastest Growing Agencies, **increasing organic web traffic by 300%** since date of hire. Worked closely with a team of creatives to execute a vision for writing and production of podcasts, web series, and social media ads, creation of growth-focused, SEO optimized content including blog posts, web copy, and product pages, and management of production schedules.

AMB Copy / Freelance Social Media Content Specialist

JUL 2020 - AUG 2022

Refined the brand voice and social media personas of a diverse roster of clients, including production and scheduling of social media content, creation of timely, engaging copy that highlighted special events, employees, and projects, and driving a **60% increase in page views** for a new local business.

Bandwidth, Inc. / Contract Content Creator

JUL 2020 - NOV 2021

Ghostwriter responsible for web content, blog posts, landing page copy, and glossary pages designed to make telecommunications topics approachable. Generated highly readable copy that achieved a desired SEO score and consistently appeared on the first page of Google results.

Education

Wake Forest University / Digital Marketing Certification

JUN 2022 - SEP 2022

The University of North Carolina at Chapel Hill / Bachelor of Arts: Psychology with a Minor in Creative Writing, with Honors

AUG 2008 - MAY 2012