
Jenna Herzog

Content Creator &
Digital Engagement Strategist

CONTACT

jenna.n.herzog@gmail.com
(925) 997-6048
Truckee, CA
[Portfolio & Blog](#)
[LinkedIn](#)

SKILLS

Copy writing & copy editing
Content writing & content editing
Social media production
Social media advertising
Digital media analytics & reporting
Digital content development
Project management
Content marketing
Creative direction
SEO strategy
AP & Chicago Styles
Spanish (fluent)

EDUCATION

Santa Clara University
*B.A. Communications, Spanish, and
Latin American Studies (2015)*
-Phi Beta Kappa National Honor Society
-Comms. Dept. Student of the Year
-Lambda Pi Eta Comms. Honor Society
-Foreign Language Honor Society
-Study abroad: Buenos Aires, Argentina
-VP & Comms. Lead for Sigma Omega
Nu Latina Sisterhood

VOLUNTEERING

-Grand Canyon Trust, citizen science
researcher
-350 Bay Area, public relations
-Organic farm volunteer in Spain,
New Mexico, Cuba
-Voluntario Global, communications
team

EXPERIENCE

SOCIAL MEDIA CONTENT CREATOR (BILINGUAL) – KHAN ACADEMY

Apr '19 – present

- Managed social media content calendar for global audiences on Instagram, Facebook, Twitter, LinkedIn, YouTube (250K - 5.7M followers).
- Established a daily live stream to build community and fundraise, averaging 34K views per episode on Facebook, 12K on YouTube for 90+ shows.
- Revitalized Spanish Facebook page, reaching 3.3M users, increasing page views by 176%, and generating 35K clicks to our website in one quarter.
- Shaped social media fundraising strategy, helping raise over \$950,000 in Q2 2020 campaign (+166% YoY overall, +487% YoY for social donations), with 3X industry average engagement for fundraising posts.
- Improved social media boosting tactics on Facebook, Instagram, and Twitter to drive 160K average reach per post with \$17,000/month budget.
- Grew Instagram followers by 97% in one year by designing giveaways and crafting engaging content for our core audience.

WRITER & EDITOR – FREELANCE

Dec '16 – present

- Assigning editor for various education websites, responsible for digital content planning, SEO strategy, copy editing, and project management
- Wrote custom content for outdoor and travel blogs (i.e. Grand Canyon Trust, Osprey, Marmot, Sea to Summit, Gregory Packs, Visit Utah, SheExplores).
- Adhered to deadlines and pitched stories that meet brand objectives.

SOCIAL MEDIA BUYER – ROOTSRATED MEDIA

May '17 – Dec '17

- Created and optimized social media advertising campaigns for 50+ clients, keeping average CPC below \$0.20 and average CPM below \$0.40 (50% below industry average).
- Developed and honed our Instagram media buying strategy for clients.
- Analyzed and reported social engagement and advertising metrics to customers and internal content marketing teams.
- Consulted clients on media buying strategies based on KPIs.

CONTENT EDITOR & CREATIVE DIRECTOR – ABUV MEDIA

Nov '15 – Dec '16

- Managed editorial process (content ideation, contracting writers, editing, directing design and web development, SEO) for 40+ projects at a time.
- Oversaw team of 5 graphic designers – including hiring, goal-setting, and prioritizing tasks – to reduce design time from 3 days to 1 day.
- Created and managed a design asset library to streamline design process.
- Directed design projects like site revamps and mobile optimization.
- Collaborated with marketing team to pitch new content and drive content strategy to maximize SEO.