



# Jennifer Sargeant

Omnichannel Marketing Officer

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**Location:** Clermont, Florida

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*An analytics-driven strategic marketing professional with 10+ years of diverse experience boosting the visibility of law firms, nonprofits, and boutique agencies. Achieves impact via large-scale omnichannel programs that ensure market dominance. Highly adept at forming high-value strategic alliances with leading companies and brands, serving as a trusted advisor to C-Level executive teams, and driving results regardless of available resources or market conditions. Assembles and scales marketing teams using a collaborative leadership style where team members are mentored to flourish and achieve their KPIs. Seeking the next professional challenge as a Chief Marketing Officer who propels the strategic messaging of a hospitality brand to resonate with wider audiences.*

## SKILLS

**Interpersonal:** Cross-Functional Leadership | Cross-Cultural Communication | Remote Team Management | Public Speaking | Client Service | Conflict Resolution | Account Management | Negotiation

**Expertise:** Digital Marketing & Communication | Editorial Strategy | SEO Copywriting | Social Media Strategy | Paid Ads | Content Production | Keyword Research | Landing Page Optimization | eCommerce Strategy | Data-Driven Storytelling

**Tools:** Google Analytics | YouTube | FB | IG | Pinterest | Snapchat | LinkedIn | Squarespace | WordPress | HubSpot

## EXPERIENCE

### Digital Sargeant

2020-Present. (Remote)

#### Founder & Digital Marketing Strategist

- Delivering premium digital marketing solutions to a diverse client portfolio of industry-leading health & wellness brands, eCommerce platforms, and small businesses.
- Shaping SEO & editorial strategies to elevate content visibility on YouTube, Google, and Pinterest.
- Boosting a nonprofit's engagement by 1000% via an omnichannel brand launch that mobilized volunteers and donors.
- Utilizing a FB ad strategy to secure a 500% increase in contracts for an appliance repair company.
- Growing engagement by 15% for a health & wellness brand by revitalizing its social media strategy with a focus on SEO.
- Enabling business owners to navigate the process of reinstating their suspended Google listings.
- Producing informative articles & videos that empower business owners to spark digital transformations.
- Ensuring business continuity for clients at the pandemic's onset by creating websites and eCommerce platforms.

### Dan Newlin Injury Attorneys

2018-2022. Orlando, Florida

#### Chief Digital Marketing Officer

- Championed content accessibility by partnering with translators to create the Spanish version of a law firm's website.
- Managed an ad budget of \$2M and coordinated all promotions on FB, IG, Twitter, Snapchat, Google, and YouTube.
- Spearheaded the campaign behind an annual music festival put forth to engage with community members and achieve positive optics.
- Represented the law firm on multiple platforms, responded to queries, and converted leads.
- Positioned the firm as an attractive employer by mobilizing staff to engage positively with the brand on social media.
- Contributed to the editorial strategy by proofreading press releases and leveraging relationships with media outlets.

### Upright Communications

2013-2018. Cincinnati, Ohio

#### Digital Marketing Strategist

- Devised and executed top-quality digital marketing strategies for the mid-sized industrial manufacturing clients of a boutique agency.
- Secured long-lasting client relationships by embedding their businesses with best practices that achieve impact.
- Reported on KPIs with data sourced from call tracking, form submissions, website analytics, and reputation insights.

## EDUCATION

### University of South Florida

2013. Tampa, Florida

Bachelor of Arts in Mass Communications

## CERTIFICATIONS

Certificate in Negotiation Mastery, Harvard Business School Online (2022)