

Jeremy Marr

Digital Leadership and Strategy

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EXPERIENCE

Cognizant Digital Experience, WFH— Content Strategy Manager

Sept 2021 - Present

Content strategy for Fortune 500 companies
Verticals including Life Sciences, Health Care and Insurance
Creation of new product offerings for department

WZZM13, Grand Rapids, MI — Director of Digital Content

Jan 2019 - Aug 2021

OPS team member responsible for department and station growth year over year
Increased department KPIs by 74% YOY in first 365 days
Increased social engagement YOY going from 3rd in market to 1st in '19 & '20

Creative Marketing Group, Portage, MI — VP of Marketing

Nov 2016 - Nov 2018

Oversight of team charged with creation and development of websites focusing on user-centered design
Authoring digital marketing plans for small to large businesses
Consulting for successful digital strategies
Increased Client Satisfaction Index by 60% in 6 months
Revamped company's design process, leading to fewer mistakes and higher client satisfaction in less time

WWMT-TV, Kalamazoo, MI — Manager of Digital Content

Nov 2004 - Nov 2016

Daily editorial oversight of news and web department staff
Developed and implemented social media strategy, voice and content goals for four TV stations
Consistently met and surpassed performance metric goals
Worked closely across departments to identify and take advantage of new revenue opportunities

Green E Labs Web Design, Kalamazoo, MI — Principal

Feb 2002 - 2018

Expertise in HTML5, CSS3, SEO, usability and accessibility via user-centered design
Strong understanding of social media platforms and what drives trends
Experience with various content delivery systems

EDUCATION

World Wide Web Consortium

Certified HTML Developer with fundamental knowledge of web development using HTML, XHTML and CSS

Western Michigan University – English (Creative Writing)

Kalamazoo, MI 1995-1998

Northern Michigan University – Biology/Art, Philosophy

Marquette, MI 1992-1995

SKILLS

Computers & software
Project management
Client relationship management
Analytics
SEO/SEM
HTML/CSS
Wireframing/prototyping
Research Information design & architecture
Interface design
Rhetoric and persuasive writing
Expository writing
Technical writing
Public speaking and presenting
Visual communication
Photography
Videography
Editing

AWARDS

2017 - R Murrow Award -Excellence in Social Media

2014 - Kalamazoo Social Media Week's Best Business on Twitter

2009 - Shining Star - Freedom Communication's Center of Community Journalism Excellence

2008 – Honorable Mention -Freedom Communications' Center of Community Journalism Excellence

2008 - AP Class II TV Best Website

**TBH, awards are kinda dumb*