Jeremy Marr

Digital Leadership, Content and Strategy

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EXPERIENCE

Cognizant, Remote - *Content Strategy Manager | SEO Lead*
Sept 2021 - Present

Content strategy and digital consulting for Fortune 500 companies
Head of SEO for North America overseeing a 40-member offshore team
Verticals including life sciences, healthcare, e-commerce and insurance
Development of profitable new service offerings for department

WZZM13, Remote/Grand Rapids, MI - *Director of Digital Content*
Jan 2019 - Aug2021

Operations 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 for two consecutive years

Creative Marketing Group, Portage, MI - Solutions Architect > Digital Manager > *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 medium businesses
Consulting for successful digital marketing strategies
Increased client satisfaction index by 60% in 6 months
Revamped company's design process, leading to fewer mistakes and higher client satisfaction

WWMT-TV, Kalamazoo, MI — Night Editor > Web Producer > *Manager of Digital Content*
Nov 2004 - Nov 2016
Daily editorial oversight of news and web department
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 - Present

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

Strategic planning, people leadership, data analytics, budget management, relationship building, change management, coaching and training, report generations, project management, data-driven decision making, creative problem solving

TECHNICAL SKILLS

Computers and software, analytics, SEO/SEM, HTML/CSS, wire-framing/prototyping, research, information design & architecture, interface design, rhetoric and persuasive writing, expository writing, technical writing, visual communication, production, photography, videography and 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