



# JENNA WOOD

DIGITAL CONTENT PROFESSIONAL

 (517) 610-8085

 jennac.wood98@gmail.com

 Raleigh, NC

## EDUCATION

**Butler University: Indianapolis, IN**  
BA in Strategic Communications

**Drexel University: Philadelphia, PA**  
Television and Media Management MS Program  
Part Time | Online

## EXPERIENCE

**Senior Digital Content Coordinator**      **2021 - Present**

The Moran Group Advertising / Fred Anderson Automotive Group

- Researched and created engaging automotive content for client websites, ensuring accuracy and audience appeal across a variety of platforms.
- Managed content distribution across online channels and social media platforms, optimizing reach and engagement.
- Reviewed, approved, and edited web content to ensure high quality and alignment with brand voice before publication.
- Handled all web content management for *Anderson Automotive* (Raleigh, NC), a top 100 auto group in the U.S., improving online presence and user experience.
- Spearheaded UX strategy for the agency, enhancing website usability and overall customer satisfaction.
- Coordinated social media strategy, analytics, and ad trafficking, optimizing campaign performance and engagement metrics.
- Monitored and reported on ad performance for digital media, and identifying opportunities for optimization and increased impact.

**Freelance Social Media Manager & Content Creator**      **2017-Present**

Mojo Man Media- Remote

Mojo Man Media offers small businesses affordable social media management and content creation. Current clients include Northside Veterinary Hospital, Greater Hillsdale Humane Society, Pediatric Place of Hillsdale, and the Udder Side Ice Cream.

**Community Outreach Coordinator / Social Media Manager**      **2019 - Present**

Greater Hillsdale Humane Society - Hillsdale, MI

**Administrative Assistant**      **2018 - 2021**

Northside Veterinary Hospital- Hillsdale, MI

## ABOUT ME

Digital Content Professional with 3+ years of experience in automotive content creation, SEO, and digital strategy. Expertise in managing content across websites and social media platforms, optimizing reach, and enhancing user experience. Proven track record in developing engaging content, spearheading UX strategy, and coordinating ad trafficking and performance reporting. Skilled in content optimization, editing, and ensuring brand alignment.

## EXPERTISE

- Website Design & Management
- Data Entry
- Social Media Management & Strategy
- SEO writing and blogging
- Lead Conversion & Tracking
- Content Management
- Lead Generation
- Storyboarding
- Collaboration
- Digital Strategy
- UX / UI Best Practices
- Community Relations
- Non Profit Management
- Event Coordination and Planning

## CERTIFICATIONS

Google Ads Display

Google Analytics

HubSpot Email Marketing

HubSpot Inbound Marketing

## REFERENCES

**Angie Morris**  
AW Morris Law, PLLC, 919-783-8945

**Julie Bauer**  
Greater Hillsdale Humane Society  
greaterhhs@gmail.com