

Jane T. Massey

Web Content & Marketing Project Manager

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Marketing-savvy technologist and technology-savvy marketer. A right-brain/left-brain creative technologist with 25 years of experience in publishing.

Education

Western Kentucky University

BA

Double major

- Marketing and PR Communications within the Department of Journalism
- Medieval (British) History

Experience

GBOD

JULY 2009

Web Project and Content Strategy Manager

- * Meets and regularly communicates with clients to scope out new digital projects.
- * Creates and executes work plans and revises to meet changing needs.
- * Identifies resources and assigns responsibilities.
- * Tests deliverables assuring optimal UX/IA standards.

The Upper Room

MAY 2001 TO JULY 2009

eCommerce Manager

Online sales for this small international publisher increased by 57% after I designed a focused online strategy in my first year of management. The average annual sales lift after that was 12%. I oversaw the development and implementation of a B-to-B pay-on-account system, acquiring 4000 new customers with a 90% pay-up rate.

Results-proven tactics included:

- Monthly permission-based e-promotions with regular A/B effectiveness tests targeted to customer buying history
- Coordinated offline promotions linked to online offers
- Improved store interface and navigation, creating a more intuitive user-centered design
- Wrote product descriptions and other content tailored for a web audience
- Trained a historically phone-based customer service department in online vs offline

expectations

Responsibilities included:

- Wrote, edited and designed product promotional sales copy, emarketing promotions, banner ads, landing pages and other online placements
- Assessed store for optimal UX
- Tracked email opens, CTRs and cart abandonments through analytics
- Promoted site, online store and publisher at trade shows and events
- Project managed the development of three additional ecommerce sites
- Co-produced an author podcast

The Upper Room

MAY 1998 TO MAY 2001

Marketing Promotions Coordinator

Developed and managed print, event, direct mail and web marketing campaigns

- Administrative and budgetary oversight for projects assigned
- Sales effectiveness analysis (ROI)
- Contributed to the planning of annual marketing strategies for six magazines and annual lists of 30 book titles
- Copywriting, content editing, pre- and post-digital print production QA for direct mail, catalogs, brochures and trade advertising

DR

MAY 1996 TO MAY 1998

Associate Editor

Responsible for managing book titles through the editorial, copyright permissions, design and print production processes for a niche publisher

Skills

Applications' Expertise: Magento & Nexternal eCommerce, HTML, Photoshop, Expression Engine & Kintera CMS/CRM, WordPress, Writing for the Web & Print, Editing, Online & Offline Marketing, Web Content Management, User Experience, Information Architecture
