

# Jenny L. Ivy

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## SUMMARY

- Skillful website specialist with over a decade of experience in site maintenance and digital content management.
- Proficient in UI/UX best practices, SEO, social media strategy, writing, and editing.
- Certificate in full-stack web development and expertise with HTML, CSS, and other technologies.

## TECHNICAL SKILLS

- **SEO/Metrics:** SEMRush, Screaming Frog, Google Analytics, Omniture, Adobe Analytics, Chartbeat, Siteimprove
- **Project Management:** Jira, Asana, Microsoft Teams, Trello, Workfront
- **Languages:** HTML5, CSS3, JavaScript, Sass
- **Development Tools:** Visual Studio Code, Figma
- **APIs & Libraries:** Node.js, jQuery, Express.js, React, Sequelize
- **Version Control:** Git, GitHub
- **CSS Frameworks:** Materialize, Bootstrap
- **Databases:** MySQL, MongoDB
- **Content Management Systems:** Drupal, SharePoint, WordPress, Kentico
- **Other:** AP Style, Microsoft Office, Adobe Creative Suite (including Dreamweaver, InDesign, Photoshop, Illustrator, Acrobat Pro, and InCopy), Constant Contact, Final Cut Pro, Slack, Canva

## RELEVANT EXPERIENCE

### **DIGITAL DELIVERY SPECIALIST (Contract)**

**Janus Henderson Investors** (Denver, CO)

June 2023 — December 2023

- Delivered day-to-day management of web publishing and digital projects across 70+ websites in 9 languages.
- Quickly learned how to navigate a complex, multi-site WordPress CMS.
- Worked with international stakeholders and UX/UI collaborators to build and maintain web pages, ensuring adherence to design guidelines and regulatory compliance.
- Used HTML, CSS, and a page-builder plugin to customize and responsively style website pages, promotional banners, tables, and other digital elements.
- At times, I oversaw the complete life cycle of web pages from concept to finish.
- Mastered software that integrates with WordPress to manage data, documents, and international translations.
- Improved overall site accessibility and performance scores using Siteimprove software analytics.

### **DIGITAL WEB CONTENT SPECIALIST**

**MGMA** (Englewood, CO)

June 2022 — October 2022

- Managed content and quality assurance across digital and eCommerce platforms on [MGMA.com](http://MGMA.com).
- Contributed to the development and ongoing maintenance of web content and page layouts, including the creation of new landing pages and original HTML code for user-friendly elements.
- Created engaging and SEO-friendly web content using Kentico CMS with several pages moving up to top-ranking positions on search engine results pages (SERPs).
- Published content while thinking globally to understand how changes impact other site areas.
- Worked with the marketing team to enhance web user experience based on data analysis.

### **DIGITAL DISTRIBUTION PRODUCER**

**KDVR FOX31/CHANNEL 2 NEWS** (Denver, CO)

October 2020 – April 2022

- Posted stories, videos, and images to [KDVR.com](http://KDVR.com), with a focus on producing compelling headlines and content while implementing effective SEO best practices.
- Consistently monitored breaking local and national news and ensured important content and digital assets were immediately published to all platforms as needed. This included creating app push alerts.
- Managed social media accounts during shifts. Accounts included Twitter, Facebook, and Instagram.
- Clipped video using Anvato and attached videos to stories within WordPress.
- Part of a digital team that won a 2022 regional [Edward R. Murrow Award](#).

### **DIGITAL CONTENT PRODUCER**

**New Hope Network/Informa** (Boulder, CO)

November 2016 – June 2018

- Created and managed all digital content for [deliciousliving.com](http://deliciousliving.com) and its social media channels.
- Effectively helped increase the number of unique visitors and website visits by more than 20% yearly.
- Under strict deadlines, drafted, edited, and deployed three e-newsletters per week that generated around 20% of weekly website page views.
- Designed images and graphics using Photoshop and Canva.
- Identified SEO opportunities and optimized content accordingly.

### **SEO CONTENT ASSOCIATE**

**PaperStreet** (remotely worked in Denver for a company based in Fort Lauderdale, FL)

August 2015 – November 2015

- Applied on-page optimization as needed for client websites.
- Drafted and revised website architectures for new and existing clients.
- After performing full website audits, consulted on content creation for SEO optimization.
- Optimized content for clients' social media platforms, including YouTube, Facebook, and LinkedIn.
- Analyzed client websites for content quality and to ensure the website was meeting SEO best standards.
- Assisted with digital copywriting as needed, including writing title tags, H1 tags, and meta descriptions.

### **WEB EDITOR**

**Emlen Media** (Denver, CO)

June 2014 – August 2015

- Produced and edited content for [greenbuildingnews.com](http://greenbuildingnews.com) and [hconews.com](http://hconews.com).
- Wrote and managed content for monthly newsletters.
- Contributed monthly articles to print publications.
- Assisted with edits for online and print publications as needed.
- Managed media kit production for two online publications.
- Responsible for social media management and engagement.

### **MANAGING EDITOR**

**Summit Business Media** (Centennial, CO)

March 2007 – August 2012

- Managed content flow and ensured deadlines were met for *Boomer Market Advisor*, *Bank Advisor*, *Benefits Selling* magazines, and [BenefitsPro.com](http://BenefitsPro.com).
- Used metrics and followed SEO practices to drive online content strategy and enhance brand awareness.
- Learned and utilized HTML skills for daily and weekly e-newsletter production.
- Oversaw social media presence and outreach.
- Responsible for quality assurance, including writing and editing digital and print content.
- Edited and uploaded video files to website using Final Cut Pro video-editing software and YouTube.

### **EDUCATION**

- **Bootcamp Certificate in Full-Stack Web Development** — University of Denver, 2019
- **B.A. Technical Journalism, English Minor** — Colorado State University, 2006