

JENNIFER GOODWIN

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~ INTERNET MARKETING TRAINING EXPERT ~

Leading-edge Marketing Technology Expert with the ability to train and equip organizations with solutions to increase their market base and online exposure using easy-to-deploy tactics. Offering 15+ years experience in performance optimization, developing best practices and benchmarking, relationship development, network expansion, project management and supply chain management. Recognized for ability to turn around underperforming websites, identify deficiencies and opportunities, and develop innovative and cost-effective solutions.

TECHNOLOGY CORE COMPETENCIES

Customer Engagement Strategy | Influence Marketing | Data Driven Marketing | Contextual Intelligence | Marketing Automation | CMS Management | Project Management | Rapid Glitch Resolution | Organizational Leadership & Team Building | Strategic Planning & Execution | Vendor Management | Performance Optimization

PROFESSIONAL EXPERIENCE

internetGIRLfriday.com | NJ, FL

BUSINESS OWNER / INTERNET MARKETING EXPERT

August 1999–Present

Sales/Services Growth: Turned a paper flyer into a service-based website and scaled marketing activities to increase business by over 900% within one year.

Brand Awareness Expansion: Leveraged free journalist platforms to promote IGF to media outlets resulting in over 100 press mentions and interviews in less than 2 years.

Technology Training: Promote and support the ongoing training of business owners, staff and marketing managers to ensure maximum ROI of marketing efforts.

Vendor Management: Source and manage vendors in various industries and locations to enable delivery of additional services and exceptional customer service.

Highlights:

- ✓ Vendor Management: Cultivated and maintained mutually beneficial partnerships with technology vendors, which enabled success of process improvement initiatives; thereby improving operational capacity by 532%.
- ✓ Redesigned customer experience: Initiated the design and utilization of customer UI on website, contract process and project management platforms to create an exceptional customer experience, which resulted in 102% margin increase.
- ✓ Business Expansion: Diligently collaborated with joint venture associates, which rapidly widened network of 33,500 by 522% in nine months.

PARTIAL CONSULTING EXPERIENCE

PUBLIC RELATIONS CONSULTANT • TMC Inc / Accenture | Chicago, IL 3 Year Contract

- ✓ Added media opportunities and awards to Frank's credential list
- ✓ Increased Accenture's exposure to industry analysts such as Gartner to increase sales
- ✓ Improved the Sharepoint environment for Accenture which resulted in collaboration efficiency

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WIREFRAME CONSULTANT • Hewlett Packard | Boston, MA 60 Day Contract

- ✓ Documented all links/pages/paths within the HP printer portion of their ecommerce site to ensure that the new web design would not result in customer dissatisfaction or excessive amount of pages.

SUPPLY CHAIN SETUP CONSULTANT • Ritchie Imports | Brooklyn, NY 120 Day Contract

- ✓ Provided the ability to switch from failing product line (DVDs) to a completely new product line (silk plants) within 90 days in order to increase revenue by 215%.
- ✓ Managed the setup and timely execution of all shipping procedures from China to the US retailers therefore saving them 10's of thousands of dollars in rejected product.
- ✓ Established client as an Amazon provider in order to resell Laura Ashley products which accounted for 30% of their revenue in the first 30 days of production.

MARKETING CONSULTANT • OPM Nightclub Caesar's Palace | Las Vegas, NV 30 Day Contract

- ✓ Created the "Balcony Bar" which increased business levels by 42% by allowing women only on the balcony above the shops from 10-11pm to enjoy 2 free chocolate martinis while socializing above thousands of watchers below.

EMERGENCY RESPONSE FOUNDER & LEADER • OaklandNJFlood.com | Oakland, NJ 4 months (no charge)

- ✓ Created an online command center overnight for Oakland NJ flood victims and provided the following volunteer-based services to over 300 families in need: Hot meals, laundry services, home gutting, power washing, tree cutting, sleeping arrangements, school supplies, clothing, free relief supplies. Saved the town of Oakland tens of thousands of dollars and assisted these families weeks before Red Cross and FEMA arrived.
- ✓ Turned brick and mortar flood center into a free technology training school for Oakland residents resulting in a portion of the students launching their own businesses online.

EDUCATION

ARCHITECTURAL TECHNOLOGY A.A.S.
Pitt Community College, Greenville, NC

BASIC LAW ENFORCEMENT TECHNOLOGY
Pitt Community College, Greenville, NC

AFFILIATIONS

President: Holistic Chamber of Commerce
Duval County / Jacksonville, FL

Founder: NJ & CT Young Professionals
Morristown, NJ & New Haven, CT

SOFTWARE APPLICATIONS

Keyword Research Tools, Competitive Analysis Tools, Wordpress, Weebly, HTML, CSS, Webmaster Tools, ESP's (Constant Contact, MailChimp, Aweber etc), Vendor Sourcing Sites (Odesk, Elance, UpWork, Freelancer, Fiverr), Facebook, LinkedIn, Twitter, Hootsuite, Live Streaming (Ustream, Periscope, Hang w/, Meerkat, Google Hangouts), Youtube, 1ShoppingCart, Volusion, InfusionSoft, Zoho Apps, Google Apps, Amazon, Analytic Software, Project Management (AceProject, BaseCamp, Asana, Teamwork, Worketc, 100+) Affiliate platforms (ClickBank, Commission Junction, Amazon etc) CRM (Zoho, Bitrix, Salesforce, 100+) FTP, Google AdSense, Internet Security, Jing Project, TeamViewer, Merchant Accounts, Survey Monkey, TubeMogul, Wufoo