

## Erin Jansen

Email: [4erinjansen@gmail.com](mailto:4erinjansen@gmail.com) | LinkedIn: [linkedin.com/in/sistergoldenhair](https://www.linkedin.com/in/sistergoldenhair) | Web: [erinjansen.com](http://erinjansen.com)

---

### SUMMARY

- Work with a company where expansion of productivity and profits for their customers are the measure of success
- Areas of expertise include content management, project management, marketing automation, UX, CX, writing, editing, CMS authoring, SEO, UAT, and support for enterprise and consumer-based websites
- Combining excellent academic credentials and 25+ years of career hands-on experience for the internet industry in San Francisco, Silicon Valley, Los Angeles, Seattle, New York City, and South Florida, I've worked inside market-leading corporations and startups defining brands, increasing market penetration and sales, developing and testing products, writing and editing content, and managing clients and virtual teams
- I am also the founder of a NetLingo.com and a contributor to the dialogue about information technology
- My aim is to dedicate and leverage my entrepreneurial background for a respected and ethical organization

### EDUCATION & SKILLS

- Master's degree: M.S. Social Psychology, 1990 - London School of Economics, London, England
- Bachelor's degree: B.A. Psychology, 1989 - Pepperdine University, Malibu, CA
- Excellent organizational, verbal and written communication skills
- Certified project manager, strong organization, prioritization and planning skills
- Professional editor, experienced content manager, meets deadlines and goals
- Experience with VIPs, C-level, SVP, VP decision makers, world traveler, strong presentation skills
- Public speaking skills, interviewed on television, radio, and for newspaper and magazine articles
- Work independently, work virtually, able to travel, knowledge of French and German
- Advanced knowledge of:
  - Computing programs: Mac & PC, Office & Adobe, videoconferencing, graphics, analytics
  - Web programs: WordPress, CMS, HTML, CSS, FTP, JIRA, DAM, Wrike, Marketo, Asana, podcasts, video
  - Technology & Marketing campaigns: UX, CX, SEO, UAT, Knak, mobile, RWD, apps, AWS cloud, B2B SaaS

### WORK HISTORY

#### **Zscaler, West Palm Beach, FL - [www.zscaler.com](http://www.zscaler.com)**

Content and Campaign Development Manager, Project Manager, DAM Manager (Jan 2022 - Jan 2024)

- Worked cross-functionally across teams including Demand Generation, Field Marketing, Partners, Marketing Ops, Customer retention, Creative; manage analyst and vendor deliverables for Bynder, Gartner, CSI, IDC, HMG
- Compiled, edited and published company-wide newsletter
- Project managed new Bynder digital asset management platform: project plan, onboarding, build, enablement
- Helped build taxonomy, metadata, homepage, support, asset scoping, asset audit, technical configurations
- Participated in admin training, testing, uploading assets, setting permissions
- Wrote mission statement, governance plan; defined use cases, internal workflows
- Focused, flexible, results driven, eye for detail; writer, editor, creating emails and landing pages
- Excellent organizational, prioritization, and time management skills
- Strong oral and written presentation skills to communicate with program stakeholders at all levels
- Expert at explaining technical concepts to non-technical people

#### **Aurea Software, West Palm Beach, FL - [www.aurea.com](http://www.aurea.com)**

Enterprise Customer Marketing Manager (Oct 2019 - Jun 2021)

- Daily project management of marketing projects, scoping, set actionable tasks, schedules and milestones
- Ran meetings, assigned resources, managed status calls, worked cross-functionally to build and execute plans
- Used marketing automation software to build and execute digital content and marketing communications
- Website and Landing Page authoring- updated web and chatbot content, managed new page and form builds
- Email marketing - maintained email calendar, built, scheduled and launched email campaigns
- Podcasts- processed and posted podcasts, distributed to major podcast channels including Apple and Google
- Webinars- built emails & registration pages, managed pre & day-of logistics with video communications software
- Events- participated in acquisition, logistics and planning, integrating with Salesforce customer cloud software
- Content development projects- managed the production of written content, podcasts and video projects

## **ErinJansen.com, West Palm Beach, FL - [www.erinjansen.com](http://www.erinjansen.com)**

Content Manager, UX Manager, Project Manager, Writer, Editor (May 2018 - Oct 2019)

- \* Established client needs, communicate and manage design and development teams to meet deadlines
- \* Managed production of online activities from content creation through completion, responsible for content and wireframes, adhering to technical requirements, A/B testing, launching, and quality assurance
- \* Wrote, edited, and updated content based on extensive library of landing pages and hundreds of assets
- \* Measured results: Analyzed data indicate positive trending impact of increased sales by 30%
- \* Document and recommend best practices with regard to SEO and digital editorial style guides
- \* Clients include Celebrity Interview, Sears Institute, and Legacy Builders (<http://www.erinjansen.com/port.html>)

## **ADT Security Digital Marketing, Boca Raton, FL - [www.adt.com](http://www.adt.com) & [www.myadt.com](http://www.myadt.com)**

Senior Manager Digital Marketing, Customer Experience and Content Manager, Writer, Editor (Sep 2014 - Apr 2018)

- Managed ADT's residential customer programs to provide UX & CX experiences that deliver value
- Integrated ADT brand equity of trust, control, peace of mind across digital touch points within customer journey
- Wrote strategic briefs and define business requirements for the ADT.com Help Center and landing pages
- Project managed new MyADT personalized experience for customers segmented by their systems and tenure
- Primary KPIs of my success were a reduction in attrition, reduction in call volume and increase in site traffic
- Provided SEO, testing, UAT and authoring support, worked closely with IT department
- Participated in the management of the digital advertising agency and a third-party content vendor
- Wrote Digital Content Editorial Style Guide with emphasis on Help Center technical content
- Supported lead generating, email, and social media campaigns, operations, data gathering and analysis
- Worked with Marketing, Operations, Call Centers, Customer Care, Field, Agencies, Vendors, Legal and IT

## **Advertising Research Foundation, New York, NY - [www.thearf.org](http://www.thearf.org) & [my.thearf.org](http://my.thearf.org)**

Director of Online Services & Digital Operations, Product and Content Manager, Writer, Editor (Oct 2010 - Feb 2013)

- \* Oversaw the development, design, content, and programming of a new and improved ARF website
- \* Integrated multiple third-party technical and content providers and managed account services on My ARF
- \* Managed the publishing, design, and editing of the company website, email newsletters and mobile apps
- \* Monitored Web server and site technical performance, moved site to AWS, increased SEO rankings
- \* Promoted website to internal and external audiences, organized informational sessions and encouraged promotion of the site through other departmental communication vehicles
- \* Created insightful reports to analyze website traffic and the effectiveness of email campaigns
- \* Maximized online affiliate opportunities and sponsorship revenue generation for the ARF brand
- \* Sourced and managed new revenue generating online marketing opportunities and circulated efficient and accurate reporting, detailing results of Web marketing campaigns
- \* Participated as a Judge for the 2013 David Ogilvy Awards for excellence in advertising

## **Alternative Health Journal, Los Angeles, CA - [www.alternativehealthjournal.com](http://www.alternativehealthjournal.com)**

Director of Digital Content and Community, Product Manager, Content Manager, Writer, Editor (May 2007 - Oct 2009)

- \* Created online publishing brand for direct marketing company, oversaw all operations relating to AHJ
- \* Editor-in-Chief of online health publication, co-created custom CMS, responsible for all editorial content, style guidelines, scheduling on website and in high-circulation newsletters
- \* Managed text and video content providers, managed design, programming, SEO, and blogging contractors
- \* Managed alpha, beta, and final launches of 10+ company websites and mobile, apps
- \* Worked virtually with nationwide team to ensure content, graphics, video, and promotional materials are consistent with Web strategies, brand guidelines, and industry standards, oversaw freelance writer team
- \* Developed and implemented community and social media strategy for customer acquisition and retention
- \* Increased online sales of direct marketing products, re-purposed original content on expert sites and radio

## **MyThings, Los Angeles, CA & Silicon Valley, CA - [www.mythings.com](http://www.mythings.com)**

Director of Web Content & Community, Marketing Manager, Content Manager, Writer, Editor (Apr 2006 - Apr 2007)

- \* Ground floor member of VC-funded start-up creating consumer site to store, share, and appraise belongings
- \* Division leader and team player in alpha, beta, and final launches in U.S. and U.K.
- \* Worked virtually with international team in Silicon Valley, Los Angeles, Chicago, London, Tel Aviv
- \* Lead member of brand team, oversaw strategy and decision making for positioning and naming
- \* Participated in market research and analysis, recruited employees, colleagues, interns for testing
- \* Created detailed, technical Editorial Style Guidelines, wrote and edited all copy on websites
- \* Oversaw Domain Name Guidelines, URL acquisition, naming architecture, and SEO marketing
- \* Supervised content localization for U.K. and U.S. markets
- \* Managed design, search engine, and editorial contractors, assisted with product development specs
- \* Developed and implemented community strategy and activity for customer acquisition and retention
- \* Managed deliverables on time, within budget, contributed to project management GANTT chart

## **Microsoft Partner Program for Write Image, Seattle WA - now [www.metia.com](http://www.metia.com)**

Senior Account Manager, Project Manager, Content Manager, Writer, Editor (Jan 2004 - Mar 2006)

- \* Served as team lead for company's main account, Microsoft Partner Program (<http://partner.microsoft.com>)
- \* Supervised 4 people in editorial, content management, promotions, and client-services capacities
- \* Responsible for all content for the Microsoft Partner homepage, landing pages, high-circulation newsletters
- \* Contributed in Online Partner Initiatives by reporting on how to increase customer and partner satisfaction
- \* Assisted with the development and launch of a new homepage design, main liaison with design company
- \* Established an online Editorial Calendar to track and create content updates and promotions
- \* Compiled and wrote Marketing Communications Plans with Account Director to generate new business, became an Account Manager for a semantic search client and oversaw daily client relations, and became Project Manager for the design group and developed workflow, oversaw estimates, and managed scheduling

## **ErinJansen.com, Silicon Valley, CA - [www.erinjansen.com](http://www.erinjansen.com)**

Content Manager, UX Manager, Project Manager, Writer, Editor (full-time 5 years, Jan 1999 - Dec 2003)

- \* Conceptualized and created websites, intranets, extranets, and blogs for companies and organizations
- \* Managed production of online activities from product concept through completion, responsible for feature development, adhering to technical requirements, testing, launching, and quality assurance
- \* Authored, edited, and updated content and images on a daily basis and by advance scheduling
- \* Established client needs, communicated and managed design and development teams to meet deadlines
- \* Documented and recommended best practices with regard to Web programs, analyzed market trends, reported on industry events, and recommended site improvements to meet changing market needs
- \* Clients include ReedShay.com, Sprint, Microsoft, see Client List here (<http://www.erinjansen.com/port.html>)

## **Office Depot, San Francisco, CA - [www.officedepot.com](http://www.officedepot.com)**

Content Manager, Project Manager, Marketing Manager, Writer, Editor (Dec 1997 - Dec 1998)

- \* Employee #2 in the online division, developed, designed, tested, launched and managed multiple channels
- \* Created community business plan, negotiated, hired and managed third-party vendors and contractors
- \* Managed daily publishing deadlines and operations, inputted editorial via content management system
- \* Culled and edited user feedback, developed and implemented new interactive marketing tools such as "in my opinion" to meet marketing objectives, collaborated on "shopping list" to foster customer retention
- \* Created and executed topic area content plans per editorial calendar, established project-specific work descriptions and agreements, scheduled completion parameters and budgets for all topic areas
- \* Published articles, product reviews, columns, features, how-to help sections, managed and monitored online discussion forums, provided customer service via e-mail responders, re-purposed content in newsletters
- \* Oversaw and improved intranet site for use by a wide variety of in-house corporate groups

## **CNET: The Computer Network, San Francisco, CA - [www.cnet.com](http://www.cnet.com)**

Senior Online Crusader, Advertising Agency Consultant (Dec 1996 - Dec 1997)

- \* One of the earliest employees at CNET, assisted advertising clients with online marketing campaigns
- \* Managed support team of 3 people to identify requirements for new programs based on statistical research
- \* Provided sales and marketing support for leading websites: CNET.COM, NEWS.COM, DOWNLOAD.COM
- \* Presented to C-level executives and advertising agencies our evaluations of online advertising goals, creative, placement, and strategy, provided extensive Web metric reviews and interpretation of traffic statistics
- \* Traveled nationwide and worked strategically with 90+ ad agencies and internet companies to develop and evaluate website landing pages for ease of navigation and usability in order to increase customer conversion
- \* Gave presentations at embassies, colleges, and conferences, participated in national trade shows

## **NetLingo LLC - [www.netlingo.com](http://www.netlingo.com)**

Founder, Executive Editor, Writer (part-time 1995 - current)

- \* Author, Editor and Publisher of popular online dictionary, NetLingo.com, award-winning site since 1995
- \* Researched and edited 3 books "NetLingo the Internet Dictionary" (2002), "The List" (2014), "NSFW" (2018)
- \* Create cutting-edge applications including PHP website, custom CMS, on-demand publications, mobile apps
- \* Generate ongoing brand name awareness, partnerships, and press coverage:
  - \* Featured television footage on *MSNBC*, *CNN*, *Fox*, *Sci-Fi*, *TNT*, *Oxygen*, *Martha Stewart Show*,
  - \* 100+ news reviews in leading publications: *New York Times*, *London Times*, *Wall Street Journal*, *San Francisco Chronicle*, *Good Housekeeping*, *Real Simple*, *Fortune*, *USA Today*, *People*,
  - \* Awards include "Best 100 Website of the Year" by *PC Magazine* (two years in a row),
  - \* Online market penetration - linked to by more than 100,000 websites, ranked #42,813 by Alexa
  - \* See all press here (<http://www.netlingo.com/press/all-press-clippings.php>)
- \* Grow and manage databases of 10,000+ Web pages to generate online ad revenue
- \* Use e-commerce technology and POD for secure online transactions and digital information product sales
- \* Research and analyze international website traffic to measure, monitor, and report on new trends

## RECOGNITION

- Recognized as a "Top 25 Women in Tech to Watch" at AlwaysOn Venture Summit in Silicon Valley, Dec 2009
- Published internet books referenced in 100+ articles: *New York Times*, *Wall Street Journal*, *Fortune*, *People*
- Published article on cross-cultural adaptation, certified as a cross-cultural trainer
- International non-profit experience for European women's organization "Upon Arrival"
- Gave public seminars and ran workshops for ambassador's wives and Fortune 500 spouses
- National non-profit experience and featured spokesperson on nationwide U.S. infomercial for "Own America"
- Interviewed on 20+ radio stations including NPR, participated in new media broadcasts "Wild@Start"
- Appeared live on several in-studio TV shows: *The Martha Stewart Show*, *FOX*, *CNN*, *BBC*, and *MSNBC*