

Jenn Rogers Cox

jenn.r.cox@icloud.com

jennrogerscox.com

205.520.4661

Skills

Social Media – Facebook, Twitter, LinkedIn, Wordpress, YouTube, Pinterest, Instagram

Marketing – social media and engagement strategy consulting, content curation, ROI determination utilizing analytics, email marketing campaigns, development of promotional material, SEO optimization

Editorial – AP and Chicago Manual style, content and story development for both print and online, whitepaper and contract editing, copyediting

Writing - feature writing, press releases, media kits, spot reporting, marketing collateral, speech writing

Management – calendar and production schedule management, staff management, project scheduling and coordination, project budgeting, distribution management

Design – newsletters, infographics, promotional materials, photography, website

Event Planning – budgeting, vendor negotiation, logistics and transportation coordination, fund raising

Software – Microsoft Office Suite, Adobe CC (Acrobat, InDesign, InCopy, Dreamweaver, Photoshop, Lightroom), QuarkXPress, iMovie, Final Cut, content management systems, email marketing systems (MailChimp, Constant Contact, Exact Target)

Awards

Western Press Association “Maggie” (LORE) – Best Overall Design, Trade - 2008

Golden Key International Scholar
Laureate journalism delegate – 2007

Education

B.A. – Communications
The University of Alabama – Tuscaloosa, AL

Writer, Editor, Digital Strategist

Creative / Experienced / Passionate

Experience

Principal/Owner

ImageScribe Media

2007 to present

- Social media and digital strategy consulting for consumer and B2B organizations
- Content curation, email marketing campaigns and analytics tracking
- Freelance copy editing and page design
- Freelance copywriting, to include feature writing, marketing collateral and spot reporting
- Event management, to include planning and execution

Clients – HomeCare magazine, Colorado Homes & Lifestyles magazine, Mountain Living magazine, Denver magazine, Colorado Dog magazine, StageShottz magazine, Colorado Music Buzz magazine, Buckingham Babies, Murray Consulting, RealTrends, CapWest Securities

Managing Editor

HomeCare and Construction Business Owner magazines

2014 to 2015

- Edited all stories (print and online) for content and according to Associated Press and magazine style; fact checked all content
- Managed freelance assignments and contracts; followed up on queries
- Managed production schedules, ensuring that writers, creative department and sales staff adhered to deadlines; assisted where necessary
- Contributed content for print and online
- Maintained websites; implemented and led social media strategy for both brands, increasing audience by a combined 300%
- Coordinated and maintained editorial budgets for each issue, as well as the editorial calendars for each year
- Represented brands at industry trade shows

Managing Editor

LORE magazine

2007 to 2009

- Oversaw a team of 15, including writers, photographers, and designers
- Managed assignments and invoicing/payment for all freelance writers and photographers
- Edited all stories for content and according to Associated Press and magazine style
- Managed production schedule, ensuring that writers and art staff adhered to deadlines; assisted where necessary
- Developed and maintained editorial budget for each issue, as well as the editorial calendar for each year
- Developed an introductory social media presence, and enhanced the online presence for the LORE brand

Assistant Editor

Colorado Homes & Lifestyles magazine

2007 to 2008

- Wrote stories for print and online content
- Edited all copy, print and online, for content and according to Associated Press and magazine style
- Developed and maintained social media and online presence for CH&L, updating content on a weekly basis
- Assisted with planning each issue, as well as the yearly editorial calendar
- Assisted with production of photo shoots, including layout, prop coordination and sourcing
- Served as liaison for designers, architects and contributors; maintained database

Jenn Rogers Cox
jenn.r.cox@icloud.com
jennrogerscox.com
205.520.4661

Writer, Editor, Digital Strategist
Creative / Experienced / Passionate

References

Stephanie Gibson Lepore
Editor
HomeCare Magazine
Phone: (706) 577-6009
E-mail: slepore@cahabamedia.com

Rick Bragg
University of Alabama
Office: 402-B Phifer Hall
Phone: (205) 348-8617
E-mail: rbragg@bama.ua.edu

Chip Brantley
University of Alabama
Office: 488-A Phifer Hall
Phone: (205) 348-4692
E-mail: chip.brantley@ua.edu

George Daniels
University of Alabama
Assistant Dean
gdaniels@ua.edu

Anne Murray-Randolph
Former Publisher of Lore Magazine
Tega Cay, SC
(203) 335-6441

Kate Bailey
Principal, KSB Media
Former Editor in Chief, Colorado Homes and Lifestyles
(303) 909-4933

Christine DeOrio
Editor in Chief
Mountain Living Magazine
303.248.2063
cdeorio@mountainliving.com