

# Jenn Rogers Cox

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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

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## References

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