

KELLY ERNST

DIGITAL CONTENT STRATEGIST

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WORK EXPERIENCE

2013 - PRESENT **J.P. MORGAN CHASE, TEKSYSTEMS**
Interactive Content Consultant
New York, NY

Responsible for site content and strategy on the client-facing bank portal, J.P. Morgan ACCESS, and help site, ACCESS Community, with duties that include:

- Working with a team of developers and writers to create and manage site content
- Maintaining copy decks and a content matrix
- Researching, storyboarding, and creating interactive training solutions for clients
- Providing support to the development team during the program release cycle for change publishing, translation, messaging to clients, and transitioning site content from testing environments to production

2012-2013 **NEW YORK CITY ECONOMIC DEVELOPMENT CORPORATION**
Interactive Content Manager
New York, NY

Responsible for interactive content development, site maintenance, marketing, and social media direction with responsibilities that included:

- Managing the NYCEDC's primary site in Drupal and microsites Wordpress
- Sourcing and creating site content, blog posts, infographics, podcasts, videos, HTML emails, and other interactive pieces
- Developing marketing campaigns for various initiatives and events and project managing the process through implementation
- Providing social media direction and developing content for Facebook, Twitter, Tumblr and other channels
- Running weekly analytics briefings, developing an editorial calendar and interacting with fans and followers

AWARDS & ACCOMPLISHMENTS

2013

NYCEDC

#1 for Best Use of Social Media #2 in Overall Digital Marketing Strategy
#1 for Top Cities for Digital Marketing #4 in Most Innovative Digital Marketing

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Digital Marketing Awards

2008 - 2012 **UNIVERSITY OF ROCHESTER**
Communications Associate
Rochester, NY

Responsible for communications initiatives within the Hajim School of Engineering and Applied Sciences and University IT with duties that included:

- Managing the school site and social media
- Writing and distributing various reports, interfacing with the central press office on press releases and providing communications and marketing support
- Designing digital and physical marketing pieces and overseeing campaigns to communicate and promote University IT initiatives

PERSONAL WORK

2014- PRESENT **CITYOUTWORD.COM**
Founder, Editor in Chief

City Outword is a blog and daily newsletter featuring U.S., World news, and city-specific headlines.

EDUCATION

2011 **UNIVERSITY OF ROCHESTER**
Simon Graduate School of Business
M.S. Marketing

2008 **STATE UNIVERSITY OF NEW YORK**
Geneseo
B.A. Communications, Journalism/PR
Minor Studio Arts

SKILLS & TECHNICAL PROFICIENCY

Copy Writing & Editing
Graphic, Web & Print Design
Photography & Postproduction
HTML, CSS & Javascript
Web Prototyping
Video, Audio & Interactive Multimedia Creation
Brand Social Media
Metrics & Statistical Analysis

Photoshop
Illustrator
inDesign
Dreamweaver
Captive
Camtasia
Drupal
Wordpress
Squarespace
Twitter Bootstrap
Mailchimp
Google Analytics