

Jennifer Klemmetson

B2B Content Strategy

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Experience

Radiall

Senior Content Strategist (January 2023 - Present)

Develop and manage external content and social media strategy. Conduct keyword research and create content briefs, optimize websites for search engines, and provide quarterly reports on SEO, PPC, social media and content efforts to the global leadership team.

- Develop and manage the global employee advocacy program
- Create and manage Google Ads for Radiall and Timbercon in the U.S.

Digital & Social Media Specialist (February 2019 - December 2022)

Managed social media strategy and content creation for a global B2B audience for all Radiall companies. Developed and managed content calendars, optimized websites for search engines, and regularly reported on KPIs for digital marketing efforts.

- Lead LinkedIn Sales Navigator program, supporting sales teams with content and materials
- Created and executed LinkedIn ad campaigns for Europe, increasing lead generation by 150%
- Increased number of tracked keywords ranking on page one by more than 10%

Klemmetson Consulting

Copywriter & Content Creator (Contract) (January 2018 - Present)

Assist small business owners with short or long term projects for copy and content creation and strategy, including blogs and landing pages, editorial calendars and social media.

Long-term projects include:

- Complete website rewrites for local pest control and leading business consultant firms
- Influencer strategy for a travel influencer partnership with a ski resort
- Content strategy, editorial calendar development and blog post creation for real estate firms, business consultants, business loan companies and marketing agencies

Ewing Irrigation & Landscape Supply

Content Marketing Strategist (April 2017 - December 2017)

Developed content strategy for email and digital platforms, including landing pages and blog editorial calendar, to maintain alignment with sales strategies and initiatives.

Public Relations Specialist (March 2013 - March 2017)

Produced weekly internal newsletter, provided support for community relations and nationwide and grassroots branch level outreach projects, maintained editorial calendars and developed content for company blog and earned media opportunities, receiving one first place and three merit Turf and Ornamental Communicators Association Awards for writing.

Skills

Content Creation (strategy, research, writing, editing, AP Style, SEO), **Social Media Management** (organic social strategy, Hootsuite), **Website Management** (Wordpress, Magento, Google Analytics), **Digital Advertising** (Facebook Ads, LinkedIn Ads, Google Ads)

Education

University of Denver — Master of Arts

Communication Management, Concentration in Digital Marketing Communication

Arizona State University — Bachelor of Arts

Journalism and Mass Communication, Emphasis on Public Relations

Certifications

Google Analytics Individual Qualification (UA and GA4)

Google Ads Certification (Search and Display Ads)

LinkedIn Certified Marketer

Hootsuite Academy Social Marketing Certification

HubSpot SEO Certification