

JENNA SAUBER

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[@cajunjen](https://www.cajunjen.com) | [facebook.com/jennasauber](https://www.facebook.com/jennasauber) | [linkedin.com/in/jennasauber](https://www.linkedin.com/in/jennasauber)

EXPERIENCE:

Interactive Communications Manager, The Case Foundation **2011-present**

- Develop and maintain CaseFoundation.org editorial calendar
- Manage social media strategy and implementation through community engagement and online campaigns and promotions.

Senior Online Communications Associate, United Nations Foundation **2008-2011**

- Launched and managed Girl Up campaign's online strategy and presence (website, social media, email calendar, content, and acquisition, fundraising).
- Assisted in implementation of online editorial calendar for UN Foundation and its campaigns.
- Developed and executed integrated online strategies through advertising, blogger outreach, web content and communications, fundraising, mobile giving, and social media.
- Supervised online interns.

Social Media Consultant, PICnet, Inc. **2009-2010**

- Provided recommendations, strategy, and analysis for social media outreach; implemented plan.
- Managed blog calendar and assisted in authoring posts.

Account Coordinator – Online Services, Fenton Communications **2007-2008**

- Managed website content and online messaging for progressive non-profit clients.
- Pitched events and campaigns to traditional and social media outlets, including print, TV, and radio reporters, and bloggers.
- Developed online marketing materials for clients including email messaging and strategy.

ADDITIONAL COMMUNICATIONS EXPERIENCE:

- **Freelance Copywriting & Social Media Consulting, various organizations**
- **Freelance Writer, Miami University Marketing Communications, 2007-2008**
- **Web Intern, Leadership Conference on Civil Rights, Spring 2007**
- **Features News Intern, The Columbus Dispatch, Summer 2006**
- **General Assignment News Intern, The Springfield News-Sun, Summer 2005**
- **Managing Editor/Special Projects Editor, The Miami Student, 2004-2006**
- **Student Life Editor, Recensio, 2003-2005**
- **Reporting intern, Cincy Business magazine, Summer 2004**
- **Editorial assistant and listings intern, City Beat, Summer 2004**

EDUCATION: Miami University, B.A. English Journalism, 2007

TOOLS: Proficient with Convio/Get Active, DemocracyInAction, Nonprofit Soapbox, Multiplier, Drupal, Google AdWords/Analytics, Omniture, Artez Interactive, Fireworks, Dreamweaver, InDesign, Basecamp, HootSuite, Tweetdeck, Thrive, other social media management platforms.

MEMBERSHIPS, ACTIVITIES & HONORS:

- **Panel participant at Convio Summit 2010: Virtual Events & Peer-to-Peer Fundraising Campaigns**
- **Member of NTEN, Women Who Tech**
- **Razoo ZooGooders Council, 2010**
- **UN Foundation Bravo award (twice)**