

# JENNA SAUBER

[sauberjr@gmail.com](mailto:sauberjr@gmail.com) | [JennaSauber.com](http://JennaSauber.com)

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

---

## EXPERIENCE:

### **Digital Marketing & Communications Manager, The Case Foundation** **2011-present**

- Develop, create content for, and maintain online editorial calendar
- Manage and execute digital engagement strategy via websites, email, and social media
- Represent the Case Foundation through speaking engagements, social media trainings, and events
- Established organizational presence on multiple new media platforms and contributed to online community growth to more than 1.6 million members

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

- Launched and managed Girl Up campaign's online strategy and presence (website, social media, email marketing 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
- Intern supervisor

### **Digital Communications and Social Media Consultant** **2009-2011**

- Guided social media and blog strategies for various clients; assisted in implementation
- Online writing (websites, social media content)
- Contributed content to university marketing class

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

- Created and maintained online marketing strategies and content for progressive nonprofit clients
- Traditional and new media outreach for client campaigns and events

## ADDITIONAL COMMUNICATIONS EXPERIENCE:

- **Freelance Writer, Miami University Admissions**, 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:** Extensive use of Convio, Drupal, HootSuite, Basecamp, Google AdWords & Analytics, other social media, email, and CMS platforms; basic photo-editing and design skills

## MEMBERSHIPS, ACTIVITIES & HONORS:

- Speaker and panelist for National Technology Conference, Convio Summit, Social Media Strategies Summit Boston, Social Media Week DC, *Chronicle of Philanthropy* and Global Giving webinars
- Member of NTEN, Women Who Tech, YNPN DC, Social Media Club
- Selected for first Department of State Tweetup, for International Women's Day
- Razoo ZooGooders Council, 2010