

Jenna Angrisano

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Digital Marketing Specialist

As a Digital Marketing Specialist with over 2 years of experience, I have designed engaging digital display ads that contributed to a 20% increase in conversion rates. My knowledge of user research and interpersonal communication have played a key role in boosting customer retention by 25% within the last year.

WORK EXPERIENCE

Featured Media

Jan 2023 - Present

Web Designer | Digital Assistant • Avon, NY

- Produce eye-catching programmatic display advertisements for a marketing company to drive engagement, post monthly reports, and increase marketing communications.
- Boost lead generation and conversions by 20% by optimizing Facebook ad campaigns, enhancing brand awareness, and adhering to platform guidelines within one year.
- Increase sales by 150% compared to the previous year through email marketing campaigns, and prompt customer service communication.
- Implement a personalized communication messaging strategy for clients on an e-commerce platform, resulting in a 25% increase in repeat customers.

Freelance Contracts • Various Clients

Sep 2022 - May 2024

Okay Journey | Stampede | Craft Design + Build • UX/UI Designer • Remote

- Led a team of 5 designers in an ongoing collaboration with a B2C travel company, increasing project management.
- Managed end-to-end product delivery processes, ensuring timely and quality delivery of design assets in alignment with project milestones and deadlines.
- Formulated a testing strategy and script for unmoderated testing based on user persona, resulting in the successful development of the final digital product.
- Employed creativity and critical thinking to refine dashboard elements, and leveraged user flows to craft distinct routes, fostering an empathetic understanding.

Soleo

May 2022 - Jul 2022

Digital Marketing Intern • Rochester, NY

- Enabled Google Analytics to gather user insights to increase user traffic flow to new sites.
- Managed content schedules in HubSpot to establish a presence on social media, fostering customer retention.
- Performed extensive paid search ad campaigns by using Google AdWords to enhance website visibility.

EDUCATION

SUNY Brockport

Bachelor's Degree in Communications and Graphic Design

Aug 2018 - May 2021

SKILLS

Adobe Creative Suite, Adobe Illustrator, Adobe InDesign, Adobe Photoshop, Email Marketing, Figma, Google Ad Words, Google Analytics, Graphic Design, HTML + CSS, Hubspot, Monday.com, Shopify, Social Media Marketing, Usability Testing, User Interface Design, Video Editing, Visual Design, Web Design, Wireframing, WordPress