JEN SIKES

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EXECUTIVE SUMMARY

A **digital marketing strategist** with a combined 20+ years of experience in the marketing field & environmental engineering industry. A customer-focused team collaborator with strong analytical skills & project management experience. A dot-connector who can synthesize complex challenges into an actionable plan that aligns with stakeholder objectives, both internal and external.

FUNCTIONAL EXPERTISE

- **Strategic Marketing Planning**
- **Multi-Channel Campaigns**
- **Content Strategy & Development**
- **Marketing Automation**
- **Data Analytics & Reporting**
- **Project Management of Cross-Functional Team**

FUNCTIONAL EXPERTISE DEMONSTRATED

RS&H 2018-2022

47th top design firm in the nation (ranked by ENR) that provides engineering and architectural consulting to transportation, aviation, aerospace, defense, corporate, health, and science markets.

Marketing Operations Manager & Communications Specialist

Crafted and executed integrated marketing strategies grounded in business priorities to drive growth.

- **Strategic Marketing Planning:** Collaborated with leadership, marketing, and business development colleagues to strategize multi-channel campaigns aligned with priority service line and geographic expansion goals for 5 business units. Planning included target audience research, KPI definition, selection of content (topic, messaging, format, channel) and funnel map illustration of connectivity.
- **Journey Mapping:** Developed journey map for a high-revenue Department of Transportation client. Researched competitors and facilitated a full-day workshop with 10 senior staff including former employees of the client. Mapped end-to-end touchpoints to identify opportunities for impact.
- **Content Strategy & Development:** Directed creation of blog content. Led weekly team meetings and guided strategy. Managed editorial calendar, SEO optimization, publishing and automation. The team grew newsletter subscribers by 14% in 2021 by crafting valuable content that nurtured trust.
- **Data Analytics & Reporting:** Analyzed digital performance and reported insights to leadership. Presented to the MarComms team and led translation of patterns into actionable best practices.
- **Project Management of Cross-Functional Team:** Led redesign of company website that improved user experience. Collaborated with web and creative strategy teams to enhance function and visual design of 1,000+ pages. Executed card sorting, user flows, wireframing, and messaging strategy.

FREELANCER 2013-2018

A digital marketing freelancer serving small business owners and marketing agencies.

Digital Marketing Specialist & Conversion Copywriter

Crafted digital content to boost brand awareness and convert prospects through early funnel stages.

- **Content And Messaging Strategy:** Mapped a communications strategy for a successful internet

marketer with 20 years experience to nurture existing businesses, grow her charity's platform, and increase visibility of her personal brand. Defined audience and value proposition for each focus area.
• **Marketing Automation:** Created a lead collection funnel for an award-winning author's book launch. Designed a custom landing page, thank you page, and email campaign with integrated video to nurture the author/reader relationship by putting a face, personality, and story with the writing.

TAYLOR ENGINEERING, INC. 2013-2016
An engineering consulting firm providing leading-edge solutions for more than 30 years in the coastal, waterfront, and water resources fields to clients such as FEMA and the U.S. Army Corps of Engineers.
Lead Engineer & Project Manager
Streamlined complex challenges through modeling, project management, and technical writing.
• **Interaction With Multiple Levels of Management:** Presented to senior leadership and board of directors with project updates including evaluation of current and potential challenges. Made recommendations on leveraging existing relationships to secure additional work with the client.
• **Project Management of Cross-Functional Team:** Led a team of engineers, environmental scientists, designers, and GIS professionals on a project restoring 4,000 acres of wetlands. Nurtured buy-in from teammates and anticipated bottlenecks to deliver a high-quality product to the federal client.

ARDAMAN & ASSOCIATES, INC. (A TETRA TECH COMPANY) 2001-2012
A geotechnical consulting and environmental engineering services firm with nearly 400 employees with both private and public sector clients such as the Southwest Florida Water Management District.
Lead Engineer & Assistant Project Manager
Delivered stormwater modeling, project management, technical writing, and presentation services.
• **Internal & External Communications:** Crafted an internal publication detailing professional standards for conducting field surveys by approximate methods. Improved consistency of information collected by field staff making data usage more efficient for engineering staff. The manual also served as promotional material illustrating the department's capabilities to potential clients.
• **Organization & Attention To Detail:** Supervised data management for a watershed model with more than 21,000 components simultaneously represented in multiple formats, including GIS, database files, and the model itself. Maintained naming conventions, interconnectedness, version control, and attributes of this data through great attention to detail and established protocols.

CERTIFICATIONS & EDUCATION

Digital Marketing Certified by Hubspot Academy

Professional Engineer, State of Florida No. 61843
B. S. Environmental Engineering. 1997. University of Florida (Gainesville, FL)

SOFTWARE

HubSpot **|** Google Analytics, Google Data Studio **|** Google Ads Keyword Planner, Semrush **|** WordPress, basic HTML/CSS **|** LinkedIn Ads **|** MailChimp, MailerLite, ConvertKit **|** SurveyMonkey **|** Adobe Photoshop, Canva **|** Lucidchart **|** ESRI ArcGIS **|** Monday.com, Microsoft Project, Trello **|** Deltek Vision **|** Google Workspace **|** Word, Excel (VLOOKUPs, Pivot Tables), PowerPoint, Outlook