

## CONTACT ME

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## CONTENT SPECIALIST

# JENNI WALDROP

## ABOUT ME



A true lover of all things tech, I enjoy using my skills to create. Whether that means webpages, email, graphic design, logistical systems, or leveraging one platform to make another more efficient; I thrive in a challenging, high productivity environment. As a fast, meticulous learner, I offer a mix of talents that could be applied in a variety of positions.

## PROFESSIONAL SKILLS

	novice	expert
Web Design	■ ■ ■ ■ ■ ■ ■ ■ ■ ■	■
Print Design	■ ■ ■ ■ ■ ■ ■ ■ ■ ■	■ ■ ■ ■
Interface Design	■ ■ ■ ■ ■ ■ ■ ■ ■ ■	■ ■ ■ ■
SEO	■ ■ ■ ■ ■ ■ ■ ■ ■ ■	■ ■ ■ ■
Photoshop	■ ■ ■ ■ ■ ■ ■ ■ ■ ■	■ ■ ■ ■
Illustrator	■ ■ ■ ■ ■ ■ ■ ■ ■ ■	■ ■ ■ ■
InDesign	■ ■ ■ ■ ■ ■ ■ ■ ■ ■	■ ■ ■ ■
Dreamweaver	■ ■ ■ ■ ■ ■ ■ ■ ■ ■	■ ■ ■ ■
CSS3/HTML5	■ ■ ■ ■ ■ ■ ■ ■ ■ ■	■ ■ ■ ■
Javascript/PHP	■ ■ ■ ■ ■ ■ ■ ■ ■ ■	■ ■ ■ ■
MS Office	■ ■ ■ ■ ■ ■ ■ ■ ■ ■	■ ■ ■ ■
Windows	■ ■ ■ ■ ■ ■ ■ ■ ■ ■	■ ■ ■ ■
Mac OS	■ ■ ■ ■ ■ ■ ■ ■ ■ ■	■ ■ ■ ■
Mint/Ubuntu	■ ■ ■ ■ ■ ■ ■ ■ ■ ■	■ ■ ■ ■
iOS	■ ■ ■ ■ ■ ■ ■ ■ ■ ■	■ ■ ■ ■
Android	■ ■ ■ ■ ■ ■ ■ ■ ■ ■	■ ■ ■ ■
Unica	■ ■ ■ ■ ■ ■ ■ ■ ■ ■	■ ■ ■ ■
GRS	■ ■ ■ ■ ■ ■ ■ ■ ■ ■	■ ■ ■ ■
SMS	■ ■ ■ ■ ■ ■ ■ ■ ■ ■	■ ■ ■ ■
Storefront/WMS	■ ■ ■ ■ ■ ■ ■ ■ ■ ■	■ ■ ■ ■
IWE	■ ■ ■ ■ ■ ■ ■ ■ ■ ■	■ ■ ■ ■
WebEx	■ ■ ■ ■ ■ ■ ■ ■ ■ ■	■ ■ ■ ■
CMS	■ ■ ■ ■ ■ ■ ■ ■ ■ ■	■ ■ ■ ■
Wordpress	■ ■ ■ ■ ■ ■ ■ ■ ■ ■	■ ■ ■ ■
Facebook	■ ■ ■ ■ ■ ■ ■ ■ ■ ■	■ ■ ■ ■
Twitter	■ ■ ■ ■ ■ ■ ■ ■ ■ ■	■ ■ ■ ■
LinkedIn	■ ■ ■ ■ ■ ■ ■ ■ ■ ■	■ ■ ■ ■
Pinterest	■ ■ ■ ■ ■ ■ ■ ■ ■ ■	■ ■ ■ ■
Google	■ ■ ■ ■ ■ ■ ■ ■ ■ ■	■ ■ ■ ■
Promotional Writing	■ ■ ■ ■ ■ ■ ■ ■ ■ ■	■ ■ ■ ■
Technical Writing	■ ■ ■ ■ ■ ■ ■ ■ ■ ■	■ ■ ■ ■
Copy Editing	■ ■ ■ ■ ■ ■ ■ ■ ■ ■	■ ■ ■ ■
Page Layout	■ ■ ■ ■ ■ ■ ■ ■ ■ ■	■ ■ ■ ■
UI Design	■ ■ ■ ■ ■ ■ ■ ■ ■ ■	■ ■ ■ ■
Identity Design	■ ■ ■ ■ ■ ■ ■ ■ ■ ■	■ ■ ■ ■

## EDUCATION



### PROFESSIONAL WRITING ..... 2008-2010

MASTER OF ARTS - UNIVERSITY OF CINCINNATI

Focus on Online Documentation, Usability, Information Architecture, Web Design and Graphic Design in a client-based, deadline-oriented environment. Utilized technical instruction writing, promotional writing, proposal and grant writing to leverage the aforementioned skills for the purposes of contract/intern work.

### WRITING & EDITING ..... 2007-2008

CERTIFICATE / MINOR - UNIVERSITY OF CINCINNATI

Focus on Writing for Business, Technical, Instruction, and Science Writing, as well as Promotional Writing, Report and Proposal Writing.

### ENGLISH LITERATURE ..... 2003-2008

BACHELOR OF ARTS - UNIVERSITY OF CINCINNATI

Focus on Copy Editing, Desktop Publishing, Column and Review Writing, Feature Writing, Creative Writing, Graphic Design, Photojournalism.

## WORK EXPERIENCES



### CONTENT SPECIALIST..... 2011-PRESENT

CISCO SYSTEMS - TORONTO, ON & MANCHESTER, UK

- Integrated content deliverables as directed by a team lead or Global Demand Center Manager
- Prepared email assets written in Portuguese, Spanish, French, and English
- Developed and deployed internet marketing vehicles including email broadcasts, targeted landing pages, registration forms, banner ads, and web surveys
- Ensured all marketing materials met corporate guidelines and strict style guide standards
- Coordinated asset development and deployment with team members as well as external partners
- Tested and performed quality control checks to ensure accuracy prior to deployment
- Tasked with logo identity conception and development for internal departments
- Created multi-tiered hierarchical JavaScript forms with validation and logic customized to client needs
- Adapted corporate templates for web and email marketing layout(s) to be utilized for creative campaigns
- Responsible for tracking parameter administration such as email click through metrics and offline document tracking
- Revised current departmental logistical practices and implemented new systems and methods still in place today

