

JENA YANNONE

Digital Marketing | Project Manager | Content Strategy

@ jena.yannone@gmail.com 📍 Nashville, TN

SUMMARY

Experienced digital marketing manager with a passion for creating and executing marketing strategies aligned with artist brand and sound. A proven track record of developing innovative marketing strategies to drive penetration across untapped verticals. Skilled in managing multiple projects, building client relationships, and leading teams to successful project completion. Specializing in content strategy, branding and creative marketing to engage fans and expand artist reach, streaming and brand awareness.

EXPERIENCE

Digital Lead (Independent Contractor)

UNDRCLR ENTERTAINMENT 📅 2022 - Present 📍 Remote

A Digital-first artist marketing and management agency-

- Develop and oversee comprehensive digital marketing strategies to drive brand awareness, generate leads, and increase artist conversions.
- Manage a team of digital marketing professionals, providing guidance, mentorship, while collaborating with senior management to align digital marketing initiatives with overall business objectives.
- Identify market trends and consumer insights to create targeted marketing campaigns and optimize user experiences based off artists fan base demographic/interests.
- Utilize various digital channels, including SEO, SEM, email marketing, social media, content marketing, and paid advertising to maximize reach and engagement.
- Monitor key metrics and analytics to measure campaign effectiveness and make data-driven recommendations for improvements.
- Stay up-to-date with industry best practices, emerging technologies, and digital marketing trends to ensure the company and clients remain competitive in the digital landscape.

Digital Director (Independent Contractor)

EDGEOUT Records 📅 2020 - Present 📍 Nashville, TN

A Development Label under Universal Music Enterprises-

- Develops and executes integrated digital marketing campaigns across multiple channels, resulting in a 25% increase in website traffic and 15% growth in social media following.
- Spearheads artists relations to align label and artist vision for branding, marketing and promotional efforts for releases, tours, press and all other front-facing creative.
- Implements SEO strategies to improve organic search rankings and increase website visibility.
- Oversees the creation and distribution of engaging content across various platforms, including websites, social media posts, and newsletters for label and roster of artists.
- Collaborated with internal teams to ensure brand consistency and alignment across all digital touch-points.

EDUCATION

Master's in Digital Audience Strategy

Arizona State University 📍 Phoenix, AZ

Bachelor's in Journalism & Mass Communications

Arizona State University 📍 Phoenix, AZ

STRENGTHS

- ✓ **Communication & Artist Relations**
Initiates dynamic of regular communication regarding project progress with artists, label, management and other internal teams, resulting in increased satisfaction and project success rates during single and or album release campaigns.
- 🏆 **Organizational Skills**
Manages multiple projects simultaneously, meeting personal and project deadlines while maintaining efficient time management across roster.
- ❤️ **Planning & Creativity**
Proactively anticipates, plans, and adjusts project planning to mitigate potential risk and achieve successful project outcomes for artists and labels combined within the digital marketing landscape.

SKILLS

- Adobe Programs Video Editing
- Capcut Photography
- Graphic Design Paid Media
- Artist Development SEO
- Social Media Marketing Analytics
- Effective Communication Microsoft
- Outlook Google Programs / Sheets
- Creative Strategy
- Organizational Skills

CERTIFICATION

Social Media Marketing Certification
HubSpot 2020, 2021, 2022, 2023

Google Analytics Certified
Google 2021, 2022, 2023