

Desiree K. Jeffrey

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SUMMARY

Content marketing director experienced in crafting compelling, results-driven deliverables across print, digital, social, and just about everything else under the sun. Skilled at managing teams, elevating brands, and executing high-impact initiatives that move the needle.

WORK EXPERIENCE

PorchLight Real Estate Group

Content Manager & Copywriter

Denver, CO

Mar 2019 - Present

- Lead marketing and communications initiatives to implement and maintain a consistent brand voice across all platforms.
- Write and develop diverse content, including agent recruiting campaigns, blogs and PR releases, social media promotions, direct mail, brokerage collateral, and agent marketing materials.
- Oversee content creation for internal communications, reaching over 150 agents and 50 staff members through various channels.

Colorado Internet Solutions

Director of Copywriting & Content Services

Denver, CO

Aug 2016 - Mar 2019

- Researched and developed targeted SEO content, achieving first-page rankings for clients.
- Managed a content team in delivering over 100 optimized blog posts monthly for 70+ clients.
- Enhanced client online presence and business growth by developing and managing paid social media advertising.

Spireon, Inc.

Senior Copywriter & Content Manager

Irvine, CA

Feb 2014 - Jan 2016

- Exceeded revenue targets by developing and executing integrated marketing campaigns across print, digital, social, direct, and mobile channels.
- Managed and provided creative direction for content teams, fostering collaborative efforts with web and PR agencies to enhance SEO, brand awareness, and sales lead generation.
- Produce internal comms for the HR team to converse across multi-state offices and remote staff.

Modern Postcard

Senior Copywriter & Social Media Manager

Carlsbad, CA

Feb 2003 - Jan 2014

- Wrote and directed creative content for diverse marketing campaigns targeting customers and prospects across 20+ industry verticals.
- Developed promotional copy across various channels, including website, blog, social media, white papers, and print advertisements.
- Curated content and managed analytics for social media platforms, including Twitter and Facebook.

EDUCATION

University of Oregon

BA, Advertising

SKILLS

Leadership • Collaboration • Planning • Content Direction • Content Strategy • Integrated Campaigns
• Data Analysis • Audience Research • Project Management • Copywriting • SEO • Social Media