

Jennifer Gyllenskog

DIRECTOR OF STRATEGY

35 South 1200 East
Salt Lake City, UT 84102

(801) 201-6464 CELL

jen@jenniferyllenskog.com

EXECUTIVE PROFILE

Online Branding

Campaign Integration

Usability Testing

User Advocate

Web Analytics

Digital Strategy

Messaging & Positioning

Localization

Site Architecture

User Flow

Technical Specifications

Functional Design

Wireframe Drafting

Online Merchandising

eCommerce Enhancement

Creative Collaboration

Content Audit

Search Engine Optimization

Search Engine Marketing

Email Marketing

Banner Advertising

Affiliate Advertising

Advertising Assessment

Workflow & Process

Strategic Web Development

Create the strategic and structural foundation of Web sites and online initiatives.

Passionate, experienced and knowledgeable marketer with interactive medium as primary focus.

Insightful Advertising Tactics

Based on psychographics and demographics of key audience segments, recommend proven and cutting-edge methods of connecting and motivating to action.

Analysis and Refinement of Traffic-driving Initiatives

Extremely proficient in data analysis including interpretation of Web analytics. Use metrics and findings to improve, correct or re-direct advertising efforts including messaging.

Site Evolution, Improving Conversion

Based on Web, operational and anecdotal data, constantly refine web experience. Develop new strategies and tactics to convert users.

Cross-discipline Team Leader

Liaison between and competent contributor to both creative and technical worlds. Understand each environment's complexity, pitfalls and can offer appropriate respectful direction.

MILESTONES

- Delivered ground-breaking new Pergo.com site, set to launch in April – February 2008
- Increased online sales by 40% with launch of strategically re-designed proform.com – January 2006
- Launched Australian InFocus micro site to test regional interests, preferences and market feasibility – September 2005
- Launched a new brand (WiLife), PR site, product line (Luk Werks) and packaging – August 2005
- Increased form completion rate (leads) by 215% after re-design of get-college-info.com – March 2005
- Exceeded annual online enrollment goal of Regence BlueCross BlueShield in 3 just months with online advertising campaign – June 2003
- Won two Gold ADDYS in Interactive category – May 2002
- Launched exploratory teen-focused anti-tobacco site for Arizona - average viewing time 39 minutes – April 2001

CAREER DEVELOPMENT

Director of Strategy

Struck (www.struckcreative.com) - Salt Lake City, UT 2007 – current

A creative powerhouse, this boutique-sized digital agency has won every interactive award out there. Known for “getting” the younger generation and mastering video integrated online experiences.

- Lead the strategy department
- Participate in and contribute to company structure, vision, process, management and new business development
- Mentor, inspire and coax the best and most unique qualities out of individuals
- Leverage all mediums to reach, understand and convince the target audience
- Conduct competitive research, industry research and offer strategic recommendations
- Lead branding exercises, determine company name, product name and brand story
- Provide strategy, approach, features, functionality, content, layout, wireframes and user insight for web-based software
- Clients include: Pergo, eDiets, Sweet’s Candy, Kiiera, FFKR

“You would be hard-pressed to find someone better at determining who your brand needs to speak to, how to speak to them, and what message needs to be delivered. Then stack on top her digital expertise and a positive attitude, and you have someone at the top of her game.”

Ryan Goodwin, *Partner and Executive Design Director, Struck*

Web Director

Stampin’ Up! (www.stampinup.com) - Riverton, UT 2006 – 2007

This \$260M, 600 employee, network marketing company had never before had a formalized Web department. The communications, creative and I.T. departments were isolated and compartmentalized. But with the Web becoming a critical and heavily visited communication vehicle, it was finally time to create a forward-thinking Web division.

- Conceptualized, planned and presented the company’s future digital strategy to the corporate team to improve recruitment, retention and revenue from product sales without injuring the original business model
- Drafted departmental budget, activities, quarterly allocation and international segmentation.
- Structured the Web department including specialization, team-building and cross-departmental sharing.
- Wrote job descriptions, conducted rounds of individual and panel interviews, hired to support new structure
- Conducted a formal review of over 20 eCommerce providers. Ultimately decided to build in-house due to complex integration of applications and logic layers
- Researched and appointed software vendor/partner to build replicated yet personalized web sites for demonstrator base. Determined business rules for content management controls, template designs, level of dynamic content and desired functionality. Priced and determined technology offerings (online marketing tools) based on collected user feedback and ROI projections. Encouraged non-traditional thinking regarding creative execution of interactive product - resulted in company’s best web creative to date
- Evolved criteria and presentation layer of main referral page/engine. Increased primary conversion rate by 43% and offered additional method for passive contact

Director of Web Strategy

Studeo (www.studeo.com) - Salt Lake City, UT 2004 – 2006

This medium-sized ad agency had its roots in direct marketing including long-form television. The Web was a crucial aspect of their many direct response campaigns.

- Conducted discovery phase activities including: site assessment, competitive analysis, interpret web analytics, content audits, benchmarks, staff interviews, focus groups, usability testing, etc.
- Recommended strategies, tactics and techniques to increase awareness, visibility, recall, understanding, preference, consideration, trust and purchase
- Advised clients on marketing issues including audience segmentation, growth areas, product development and new brand creation
- Consulted with clients regarding their corporate digital strategy or online business plan including logistics, fulfillment and impact on brand
- Completed definition phase activities including: scope of work, prioritized objectives, site architecture, wireframes, user flow with encouraged action, brand extension, campaign integration, messaging and positioning, technical specifications, functionality design and success metrics
- Assisted production team with cost estimates, schedules and timelines
- Presented site assessments to existing and prospective clients
- Collaborated with creative department, contributed to conceiving
- Planned and assessed effectiveness of traffic-driving efforts (SEM, email, banners, sponsorships, affiliate programs)
- Particular focus on online product merchandising and increasing conversion rates
- Clients included: NordicTrack, ProForm, Gold's Gym, InFocus, CCI, Kaplan, Omniture, Stampin' Up!, WiLife, Little Giant Ladders, Womens Art Center

Account Director - Interactive Director

Riester-Robb (www.riester.com) - Salt Lake City, UT 2000 – 2004

At this full-service advertising agency with an emphasis on branding and public relations, I was originally tasked with account direction and ultimately became the department director. In the wake of the dot com bust era, I assisted wherever help was needed (art direction, html programming, production, etc.).

- Addressed all interactive needs of Riester-Robb's four locations (Salt Lake City, Phoenix, Los Angeles, Denver)
- Represented the interactive department in all agency brainstorming and campaign integration
- Wrote scope of work documentation, site analysis, site strategy, site architecture, user flow and functional specifications
- Wrote online media plans, integrated media plans and case studies
- Provided client service, client education and in some cases agency education
- Participated and presented in new business pitches and presentations
- Led strategic planning, development and production of all interactive projects including Web sites, online PR events, CD Roms, online advertising and other traffic-driving tactics
- Clients included: California Department of Conservation, Arizona Tobacco Education and Prevention Program, Utah Travel Council, Deer Valley Ski Resort, Flagstaff Convention and Visitors Bureau, Scottsdale Convention and Visitors Bureau, Western Rivers, Idahoan Potatoes, Arizona Science Center, Thunderbird School of International Business, Casino Arizona, Louisiana Office of Public Health, Santa Cruz Transit Authority, River Rock Casino, Intel LANDesk, Iams, Veterinary Pet Insurance and Regence BlueCross BlueShield

Interactive Account Supervisor

EURO RSCG DSW Partners - Salt Lake City, UT 1999 – 2000

A large, technically-focused advertising agency best known for creating and launching the Intel Inside campaign, I worked with some of the best minds in the business. During the dot com boom, I contributed to not just advertising but online business planning. I learned the value of research, focus groups and usability testing. I evaluated and utilized then cutting edge web technology such as Flash, DHTML and VR plug-ins.

- Conducted focus groups, usability testing, industry research and competitive analysis
- Wrote scope documents, timelines, cost estimates, creative briefs and case studies
- Completed site planning including objectives, strategies and architecture
- Managed development and production of interactive projects
- Particular focus on technical marketing
- Clients included: CheckFree Corporation, Intel, Iomega, Xircom and Alcatel

Account Executive

InterWeb Design & Hosting - Salt Lake City, UT 1998

- Responsible for new business development
- Established and maintained client and vendor relationships
- Completed site planning including objectives, strategies and architecture
- Managed development and production of interactive projects
- Particular focus on small business and client education
- Learned a great deal about the backbone, hardware and technical specifics of the Internet (hosting, servers, DNS)

Marketing Specialist

CB Richard Ellis - Salt Lake City, UT 1994 – 1998

- Marketing support for a commercial real estate company
- Specialized in investment and industrial departments
- Developed expansive property marketing packages
- Created and maintained investor database
- Created and maintained all advertising efforts
- Contributed to the completion of \$70 million in transactions
- Received the company Technology Services award

EDUCATION

Bachelor of Science Degree in Economics

University of Utah - Salt Lake City, UT 1992 - 1997

- Emphasis in International Business and European Studies
- Continue to guest lecture at the University of Utah Web Marketing series every semester
- Public speaker on the topics of usability, SEO and campaign integration
- Trained in RedDot CMS
- Attend several conferences per year to keep up on trends (Jakob Nielsen Usability, Search Engine Strategies, Ad:Tech, Internet World, eTail, etc.)

QUOTES

“Jennifer is a true strategist and creative thinker. She always thinks ‘big picture’ and ‘long term,’ yet with hard-to-beat attentiveness to the smallest details. She is an asset to any team and has the keen ability to quickly drill through the superficial level of information and data and dig out that little nugget of insight that everyone is seeking but can’t quite identify. Her knowledge of all things Web is expert and she approaches every challenge holistically, with consideration to all creative, technical, and human elements. To sum her up, she is an imaginative visionary and skilled doer and I would recommend her for any Web strategy development, implementation, or analysis initiative.”

Tatyana Ayrapetova, *Senior Account Executive, Struck*

“Jennifer initiated the creation of a new business process to help us design a more effective and profitable demonstrator locator. She has taken the initiative to understand our business model and how we could use our website to increase our bottom line. She has been very proactive in fostering cross-departmental cooperation on our web project after being introduced to the key players and the project very late in the development cycle. Jennifer is well-spoken and communicates effectively in written content. She understands technical jargon, but can communicate technological concepts in a way that everyone understands and in a way that conveys practical applications. She is open to the ideas of others and is respectful and attentive when participating in committees and meetings. I would absolutely hire Jennifer again. She has been a great asset to our company and to the projects that she is working on.”

Pam Morgan, *Director of Marketing, Stampin’ Up!*

“Jennifer is a highly motivated and very enthusiastic individual with great marketing skills. She possesses a complete set of business skills that allows her to be very professional in her business dealings. Her experience is real and she is able to glean from her experiences to provide a well thought out vision for her projects. She is naturally fun to be around in a professional setting and works hard to make other feel comfortable.”

Cameron Cooper, *Senior Business Systems Analyst, Stampin Up!*

“I have worked with Jennifer for several years in several different professional capacities and have developed a genuine respect for her personal and professional qualities. She is passionate about her work, and moves forward through projects with vision and determination to make that vision a reality. I have watched her lead groups of individuals through projects, and her ability to inspire and motivate those she works with is very impressive. Besides being a great leader at the office, she also has an impressive ‘personal’ resume, which makes her a very balanced and centered individual – one that you like to be around. Jennifer has long been a student of her trade and is excited to put skills or methodologies to use that she has learned from the last conference or trade event that she has attended. Her ability to communicate clearly in a group setting or presentation is one of her great strengths. She is also able to communicate difficult technical concepts or principles in a way that is understood by non-technical audiences. Always working hard to be on top of the industry, Jen brings a solid combination of proven best practices and new ‘bleeding edge’ technologies to every project. She brings a balance of technical understanding and creative strategy and is able to blend her skills with the skills of those she works with to generate quality results.”

Clint Smith, *Director of Technology, Studeo*

“Jennifer is one of the brightest people I have ever met. She will take on any challenge with a positive attitude and always provides her clients with the best possible solution for their needs. Jennifer is a creative and strategic thinker and would be a major asset to any company.”

Jamie Moses, *Producer, Studeo*