

Jessica C. Goodman

PROFESSIONAL EXPERIENCE

Digital marketing manager, July 2016 - present

Electrolux, Charlotte, N.C.

- Launched new responsive site for Electrolux Professional North America in January 2017 and optimized content for mobile users resulting in 13% growth for lead generation through the site.
- Analyzed website traffic and performance to identify needed improvements for user experience. Consulted with web developers on tools to increase lead generation and improve user experience.
- Identified drop in key referral traffic and consulted with colleagues to create new practices to rebuild traffic.
- Created new company Instagram account in conjunction with industry trade show to increase engagement with internal and external communities.
- Developed weekly and long-term social and content calendars for newly-created social media channels and responsive website.
- Defined new internal best practices to ensure proper tracking and analyzing of digital campaigns through company's website and social media.

Senior digital producer, August 2012 - July 2016

WSOC-TV, Cox Media Group, Charlotte, N.C.

- Planned and produced special website section including interactive map with 22-county resources in collaboration with 9 Investigates: Stand Up to Domestic Violence special.
- Analyzed social media trends and implemented creative delivery to increase Facebook and Twitter traffic, which included a 51-percent growth in social media reach in 2014.
- Created original content for social media and responsive website, including stories, videos, and photographs to increase engagement with visitors, subscribers and followers.
- Assisted with the development and implementation of best practices with small "Innovation team" to create digital-first, mobile-first newsroom. Influenced use of social media to help broaden news reach and story performance across platforms.
- Trained new digital producers, reporters and other staff on new social media accounts, and effective writing skills and trends for various media.

Staff writer, community news editor, November 2007 - August 2012

Times-News, New York Times Regional Media Group, Hendersonville, N.C.

- Developed one-year multimedia project investigating the financial and emotional costs of grief and end-of-life issues within a community, producing a three-part series for print and digital products. Recognized with chief photographer by North Carolina Press Association for outstanding multimedia project in 2013.
- Investigated community concerns about logging and erosion issues after owner dispute on large property in Henderson County. Wrote multiple stories on court findings and new citations. Developed sources with key players to drive story forward and get answers from local government officials.
- Facilitated writing projects for multiple feature sections and collaborated on story ideas for daily newspaper and in-house magazine with managing editor. Guided freelance writers' assignments and deadlines.
- Created weekly content for daily newspaper concerning city government, non-profit agencies, health issues and community events.

EDUCATION AND TRAINING

Bachelor of Arts, English, 2007

Appalachian State University, Boone, N.C.

COMMUNITY INVOLVEMENT

Volunteer, Mint Museum, Charlotte, N.C., present-2012

Volunteer, Four Seasons Hospice and Palliative Care, Flat Rock, N.C., 2012-2007

Volunteer, Blue Ridge Literacy Council, Flat Rock, N.C., 2009-2007

COMPUTER SKILLS

Adobe Creative Design Suite (Photoshop, Illustrator, InCopy, InDesign), Microsoft Office Suite (Word, Excel, PowerPoint, Publisher, Access), HTML, QuarkXPress, Avid, Final Cut