

JENNIFER LEBEAU

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EXPERIENCE

Dec. 2013–present

Bluewave Communications
San Francisco, CA

Project Manager

- Oversee all aspects of projects from initial request to delivery, on projects ranging from animated videos to keynote presentations to interactive communications tools
- Manage in-house creative team and freelancers, coordinate production schedules for maximum efficiency and to meet aggressive deadlines
- Communicate directly with clients to discover project needs, technical requirements, and messaging goals
- Led redesign of Bluewave website, managing design, content, and technical aspects, ported all content to Wordpress using a customized theme
- Implemented SEO and paid search advertising to increase traffic to new website using Google Analytics, Yoast SEO tools, and Adwords
- Relaunched blog to increase traffic, created topic lists and publishing schedule, wrote and edited posts
- Write statements of work for new projects, create budgets and timelines
- Bill clients through online accounting system
- Perform quality assurance on all projects, proofread for grammar and spelling, ensure design matches branding guidelines

Oct. 2012–Feb. 2014

NOW Playing!
San Rafael, CA

Associate Producer and Social Media Manager

- Managed social media presence for documentary (Facebook, Twitter, YouTube), curating topic-specific content feeds and interacting with users to grow community and foster engagement
- Created custom social media metrics, tracking activity across Facebook, Twitter, YouTube, movie website, and newsletter
- Conducted testing to increase followers and engagement, with variables like time of day, day of week, number of posts per day, posting via third parties
- Conducted story research, identifying and contacting potential interviewees
- Managed website, set up hosting and transferred from previous host, built website in Wordpress, edited CSS for customized design, integrated PayPal, Mailchimp, social media, and Google Analytics
- Managed Mailchimp email marketing lists, campaigns, created custom templates, write newsletters
- Assisted director with tasks as needed, including fulfilling rewards to Kickstarter donors, organizing personal office, organizing event for donors and supporters, writing blog posts, editing articles for publication, bookkeeping

Sept. 2011–May 2012

As Long as We Keep Telling
Bloomington, IN

Producer

- Researched and pitched 30-minute documentary
- Managed 5-person student crew through production and post-production
- Identified content experts and individuals with stories to interview, conducted all on-camera interviews
- Secured locations for shooting and managed release agreements
- Created production schedule, scheduled all meetings and shoots
- Directed crew operating cameras, monitoring audio, assisted with location set-up and lighting
- Logged and transcribed footage, edited footage and directed overall editing process

Sept.–Dec. 2011

The Kevin Wilson Show
Bloomington, IN

Associate Segment Producer

- Pitched segment ideas to Producer and crew to supplement studio production of weekly Big Ten Network program
- Managed student crew to execute segment packages, scheduled shoots and secured locations
- Operated camera, monitored audio, set up lighting and interviewed subjects as needed during field shoots

Sept. 2007–July 2010

Finelight
Bloomington, IN

Associate Account Executive

- Created production schedules and budgets for advertising campaigns
- Managed diverse creative teams under intensely demanding deadlines
- Communicated daily with clients to address needs, solve problems, and pitch solutions
- Created dynamic tools to project response to marketing efforts through sales conversion with expected net gains/losses for client and agency
- Wrote estimates for projects with budgets up to \$900,000, creative briefs and RFP responses/presentations
- Conducted profile analysis using proprietary database of over 25 million individuals, compared customer attributes to all available individuals to find most-likely prospective customers

July 2005–Aug. 2007

WTIU PBS Station
Bloomington, IN

Senior Schedule Director

- Set up and ran program breaks on air, switching between over 10 sources for break segments, programs, audio voiceovers and graphics
- Directed and edited live-on-tape daily 3 minute newsbreaks and membership campaigns three times annually
- Trained incoming employees 1-on-1 in all job tasks
- Notified viewers of severe weather conditions or special emergencies with specific graphics, crawls and audio warnings
- Managed database of schools and corporations utilizing the new automated closings announcement system

EDUCATION

Master of Science Telecommunications Management	Indiana University , Bloomington, IN May 2012 <i>Awarded Student Academic Appointment for two semesters (funding)</i>
Bachelor of Science Marketing, International Studies	Indiana University , Bloomington, IN May 2007
Semester Abroad International Business School	Institut de Formation Internationale , Rouen, France January–May 2006

SKILLS

Video and graphic design
*Photoshop, InDesign, Illustrator, Premiere,
After Effects, Final Cut Pro*

Web design
*Intermediate HTML, CSS, Dreamweaver,
expert Wordpress*

Microsoft Office products
Word, Excel, PowerPoint, Outlook

Social media
*Facebook pages, Twitter, Hootsuite, LinkedIn,
Google +, YouTube, Pinterest, Instagram*

Project management
QuickBooks, Xero, Filemaker

Mac and PC proficient

Conversational/proficient French