

Jennifer Whittle, Web Producer

Lawrenceburg, KY, 859-806-6199, jenniferl.whittle@gmail.com

LINKS

[Website](#), [LinkedIn](#)

PROFILE

Over 10 years of experience managing, testing, and maintaining websites for niche publications. Able to effectively self-manage during independent projects as well as collaborate in a team setting.

EMPLOYMENT HISTORY

| | |
|---------------------|---|
| Mar 2015 — Present | Web Producer, TheHorse.com, Equine Network, LLC. Lexington, KY |
| | Manage a database of over 30,000 horse health articles and resources, assisting with updates and SEO optimization. Create and deploy 10+ weekly and monthly topical e-newsletters. Track and evaluate website performance monthly via Google Analytics. Assist with live podcast production and editing. Produce and promote content via social media channels including Facebook, Instagram, and Twitter. Communicate with sales team, manage online ad inventory and traffic ad creatives for sponsorships via Google Ad Manager. |
| Aug 2013 — Feb 2015 | Assistant Web Producer, BloodHorse Publications Lexington, KY |
| | Worked with the digital media team to develop and manage online elements of Bloodhorse.com and TheHorse.com. Posted and managed web content within custom-built CMS. Distributed information via e-newsletters, social media content, blogs, and other digital components. |
| Jan 2010 — Dec 2012 | Graduate Assistant, Youth Equine Safety Online Curriculum Development, eXtension HorseQuest, University of Kentucky Lexington, KY |
| | Conducted focus groups and researched safety topics for youth and adults in the equine industry. Wrote curriculum for the online youth equine safety course on horse handling, safety, nutrition, and health care. Developed storyboards for the proposed curriculum and e-learning activities. Built the online course and e-learning activities using Articulate '09 and Raptivity software. Pilot-tested curriculum with teens in 4-H and breed associations nationwide. |

EDUCATION

| | |
|---------------------|--|
| Jan 2010 — May 2013 | Masters Degree - Career, Technical and Leadership Education, University Of Kentucky |
| | Focus: Online Learning and Youth |
| Aug 2006 — Dec 2009 | Bachelor's Degree - Community Communications and Leadership Development, University of Kentucky |
| | Graduated Magna Cum Laude. Minor in Animal Sciences. |

SKILLS

Proficient in WordPress, Microsoft Office Word, Excel, PowerPoint, Google Docs, Google Analytics, Google Sites, Adestra, Adobe Photoshop, Adobe Acrobat, Dreamweaver, Audacity, Quicktime Pro, and MailChimp.

EXTRA-CURRICULAR ACTIVITIES

| | |
|--------------------|--|
| Jun 2016 — Present | Audio Visual Tech Volunteer, Salvisa Baptist Church |
|--------------------|--|

REFERENCES

References available upon request