

JENNIFER KOENIG

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Summary

Meticulous and analytical marketing professional with experience in marketing operations, communications, digital marketing, and marketing analysis. Proven track record in content creation, email marketing, and web design.

Experience

Marketing Manager, HealthCheck360

Feb. 2018 – Present

Cottingham & Butler – Dubuque, IA

- Oversee the development and implementation of marketing plans and content calendars for both B2B and B2C audiences by launching campaigns to build brand awareness, generate leads, and enable new business.
- Write content for sales templates and email campaigns by creating buyer personas and A/B testing resulting in a 30% increase in email open rates.
- Manage website and blog content by leading SEO and inbound marketing efforts resulting in 8% increase in organic web traffic.
- Developed branding for 4 new products including names, visual direction, and messaging by conducting market research and analysis.
- Implement over 32 conferences and events a year by overseeing the strategy and logistics including booths, sponsorships, and speaking applications.

Product Development Lead, HealthCheck360

Sep. 2011 – Feb. 2018

Cottingham & Butler – Dubuque, IA

- Managed the design and launch of myHealthCheck360.com participant portal and mobile application including the scoping, vendor selection, budget management, QA and marketing plan.
- Spearheaded development of operating systems by enhancing internal workflows and client reporting resulting in increased efficiency, reporting accuracy, and competitive marketplace product.
- Contributed to success of wellness programs by creating social media campaigns and wellness challenges for clients achieving a 25% increase in participant enrollment.

Human Resources Generalist

May 2007 – Sept. 2011

Cottingham & Butler – Dubuque, IA

- Primary Human Resources contact for all employees of Cottingham and Butler and its subsidiaries.
- Developed new hire orientation program and conducted new hire onboarding for all employees.
- Implemented new company intranet that increased workflow efficiencies, launched new recruiting system for internal staff and candidates, and oversaw HRIS database management and reporting.

Education

MBA - University of Dubuque, Dubuque, IA

BA, Marketing - Clarke University, Dubuque, IA

Skills:

Marketing Operations | Strategic Planning | Social Media Management | Project Management | Marketing Campaigns | Content Creation | Writing & Editing | Proficient in HubSpot, Salesforce, Pardot, Wix, and WordPress | Storytelling | Campaign Development | Marketing Analytics |