

Jacob Sevening

Digital Comms Manager

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Minneapolis, MN 55419

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Skills

Google Analytics - GA Certified, Tag Manager, Data Studio
SEM - Google Ads
Salesforce - CRM, Certified Marketing Cloud Email Specialist
Hubspot CRM - Email Marketing Certified
Content Creation - Copywriting, Video Production, Graphic Design
Agile Project Management - JIRA

Experience

University of St. Thomas / Digital Communications Manager

February 2019 - Present, St. Paul, MN

- Managed St. Thomas Alumni website redesign and launch project
- Simultaneously managed development and launch of team's Marketing Cloud business unit to coincide with website launch
- Created web measurement strategy and best practices and partnered with insights team to implement GA, GTM, and Data Studio
- Created UTM standards to measure email performance and identify opportunities for email and website optimization
- Analyzed Google Analytics data to identify opportunities for site optimization and channel improvement
- Created Google Analytics goals to quantify site and channel conversion
- Designed user journeys for web content and email drip campaigns
- Reported web data to team leadership with recommendations for content and communication improvements
- Partnered with Salesforce developers to build and launch a Salesforce-native user portal that integrated with our website

University of St. Thomas / Digital Comm and Tech Coordinator

June 2016 - February 2019, St. Paul, MN

- Led St. Thomas' fundraising communication planning and social media campaigns
 - Created written, video, and graphic content for regular communication
 - Managed alumni website content planning and page updates
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Education

University of St. Thomas / Master of Business Administration

August 2018 - December 2020, Minneapolis, MN

Emphasis: Digital Marketing and Data Analytics

Current GPA: 3.75

University of St. Thomas / B.A. Comm. and Journalism, History

September 2012 - May 2016, St. Paul, MN

GPA: 3.43