

JENNIFER HAMBRIC



DIGITAL STRATEGIST

INTEGRATED MARKETING | BRANDING | STRATEGIC COMMUNICATIONS

5+ YEARS

GLOBAL LEADERSHIP EXPERIENCE

Digital development and corporate communications strategy for consumer brands in the United States, South Africa, Thailand and the United Kingdom

10+ YEARS

YEARS MONETIZING DIGITAL CONTENT

Former full-time blogger, leveraged skill set to increase digital ad sales, manage integrated campaigns and acquire sponsorships for nat'l B2B and B2C corporate brands, as well as small business owners

LED 15+ WORKSHOPS ON DIGITAL MARKETING

Planned and executed seminars on social media + digital marketing for small business owners, corporate executives and leaders in education

ABOUT ME

I have a genuine passion for strategic research, brand storytelling and implementing new, creative ideas.

I'm a former full-time blogger turned corporate digital strategist with over a decade of proven experience in results-driven digital marketing.

My clients have benefited from strengthened brand awareness, increased sales conversion rates, high-quality lead generation and expanded influence.

I've put my diverse skillset to work for companies across a variety of sectors, including:

MEDIA

- CBS Radio
- ABC/Disney Television Group
- NBC Universal

RETAIL

- Simon Malls
- SHOP.com

AUTOMOTIVE

- Crown Automotive Group

INSURANCE

- Delta Dental

TELECOMMUNICATIONS

- Century Link

AGRICULTURE / SCIENCE

- BASF

CONSUMER PACKAGED GOODS (CPG)

- Vuse Vapor

HOSPITALITY

- IHG Hotels
- Delta Hotels by Marriott
- Hilton, Curio Collection

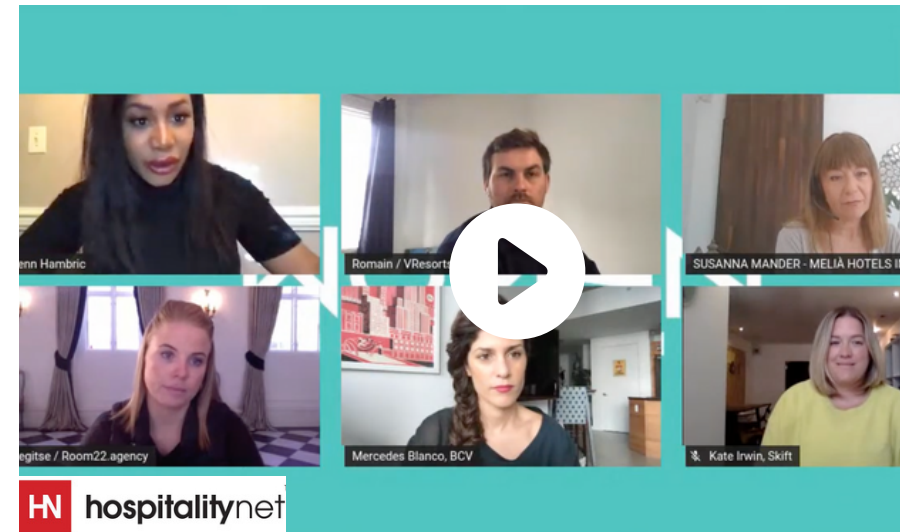


MEDIA FEATURES



DIGITAL STRATEGIST SHARES
IMPORTANCE OF REPRESENTATION
SPECTRUM NEWS (2020)

[CLICK HERE TO VIEW](#)



SOCIAL MEDIA MARKETING,
COMMUNICATION DURING COVID-19
HOSPITALITY NET (2020)

[CLICK HERE TO VIEW](#)



WHY MILLENNIALS LOVE THE HOTEL
CROWDFUNDING COMPANY
HOTELIERCO (2019)

[CLICK HERE TO VIEW](#)



WTVD BRINGS SCIENCE
LITERACY INTO HOMES
THE DURHAM VOICE

[CLICK HERE TO READ MORE](#)



SOUTHPARK MALL GETS NEW,
'STYLE SETTER' BLOGGER
THE CHARLOTTE OBSERVER

[CLICK HERE TO READ MORE](#)

MY EXPERTISE

"What do you specialize in?"



INTEGRATED DIGITAL CAMPAIGNS

Leveraging multiple digital channels and tactical approaches to amplify a consistent message, achieve KPIs and effectively measure data to optimize campaign results.



CONTENT STRATEGY & CREATION

Generating topic ideas, editorial plans and brand stories that appeal to target audience segments across a variety of digital channels to drive awareness, engagement and conversion.



DIGITAL MEDIA & PUBLIC RELATIONS

Increasing hyperlocal awareness, brand impact and audience reach with relevant tactics including influencer marketing, social media outreach and press release distribution.

BRAND STORYTELLING & CONTENT AMPLIFICATION

PORTFOLIO HIGHLIGHT VUSE VAPOR, REYNOLDS AMERICAN



- Developed hyperlocal digital content strategy for Vuse X U, brand content hub launched in June 2021
- Led integrated digital brand campaign and paid media strategy for customization platform
- Developed first-ever interactive quiz to build equity and brand utility while capturing valuable consumer insights



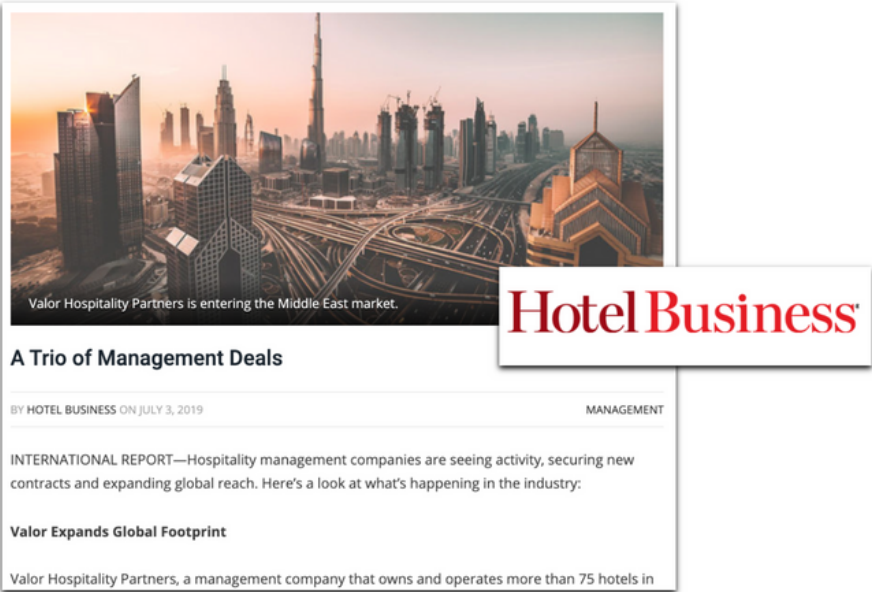
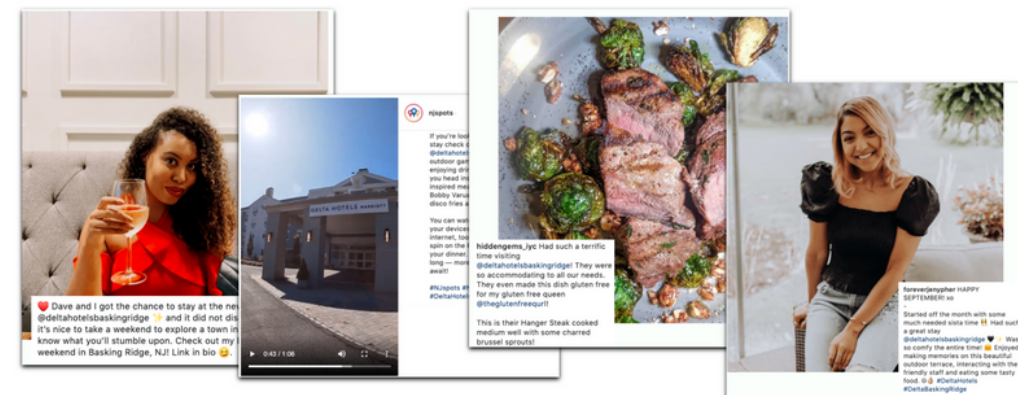
STRATEGIC DIGITAL COMMUNICATIONS, B2B + B2C

PORTFOLIO HIGHLIGHT VALOR HOSPITALITY PARTNERS 40+ HOTELS IN GLOBAL PORTFOLIO

Public House at Vinings Influencer Event



Delta Hotels Basking Ridge Influencer Recap



- Led B2B content strategy to increase thought leadership, brand authority and media placements in industry-leading publications
- Coordinated influencer events and local Yelp sponsorships for managed hotels and restaurants in Atlanta, Nashville DMA, New Jersey and Washington DC
- Developed B2C social media strategy and trainings for managed hotels in United States, South Africa, United Kingdom and Dubai



DIGITAL STORYTELLING, SALES & MARKETING



Jennifer's strategic collaboration and project execution has effectively led to 235 members (and counting) joining the caregivers Facebook group. In addition, nearly 13.6k people tuned in to watch the Facebook Live debut, 6k of those being organic views, launching it into the top 10 most viewed videos this week. Way to go, Jennifer! To learn more about this growing community, check out the landing pages below.

Reach Extension /Site Scout

Hyperlocal Mobile Campaigns

Client: CenturyLink

\$500k in Revenue

Markets include:

Port Charlotte
Ft. Myers
Las Vegas
Phoenix
Orlando
Denver
Minneapolis
Tallahassee
Portland
Seattle



DMA 25 / RALEIGH DURHAM FAYETTEVILLE



[CLICK HERE TO VIEW MORE AT ABC11.COM](http://ABC11.COM)

ABC11-WTVD, DISNEY
ABC OWNED TELEVISION GROUP

HIGHLIGHTS

- Set precedent generating over \$500K in revenue for station group from paid media campaign for Centurylink
- Led development of ABC OTV group's first community content-sharing hub, ABC11 Community Influencers increasing audience reach across digital channels with 30+ local bloggers | [CLICK HERE TO VIEW FEATURED STORY](#)
- Managed social media, web and influencer marketing strategy for BASF-sponsored on-air segment, ABC11 Science Club



TESTIMONIALS

What clients are saying...

DIAGEO BRANDS

DIAGEO

BRAND ACTIVATIONS

“Jennifer is a digital expert and a creative thinker with a great mind for business. We wouldn’t have successfully executed as many events without her digital marketing assistance. I can assure whomever is reading this that she is a tremendous asset to any team.”

- KEVIN WILLIAMS, REGIONAL MANAGER

TLS WEIGHT LOSS | SHOP.COM



CONSUMER MARKETING

“Jennifer’s excellent communication skills and proactive approach make her an invaluable team member. Jennifer continuously spearheads strategic plans months in advance. In fact, there are many times where Jennifer’s bright ideas influence not only social media strategy, but our brand’s marketing efforts as a whole.

She also plays an integral part in team brainstorming sessions to determine marketing campaigns. Jennifer’s passion and enthusiasm is contagious, helping create a cohesive, productive team.”

- KRISTIN PULLING, GLOBAL PRODUCT MANAGER

CONTACT ME



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