

JESSE DENNEY

BRAND AND MEDIA STRATEGIST

CONTACT

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PROFILE

I am a jack-of-all-trades communications professional with a background in media and marketing.

I'm devoted to making a serious career out of not taking myself too seriously.

PLATFORMS AND SOFTWARE

- Adobe Audition
- Adobe Photoshop
- Adobe Premiere
- Canva
- G-Suite
- Harvest
- Hootsuite
- Instagram
- macOS
- Mailchimp
- Redbooth
- Sprout Social
- Twitter
- Windows OS

EXPERIENCE

COMMUNITY MANAGER

ACCELERATE360 | JUL. 2021 - PRESENT

- Maintained daily communications, content publishing, and audience interactions across client social channels.
- Supplemented content calendars and provided new content in response to developing trends.
- Identified, presented, and executed campaign ideas around key client business initiatives
- Worked with the strategy team to identify popular content for promotion.

Dr. David Perlmutter

- Increased total net audience by 143% (+45,487)
- Increased engagement by 18% (+1,042,458)
- Managed socials through a book launch and a New York Times Bestseller debut

Gary John Bishop

- Increased total net audience by 3% (+316,055)
- Increased engagement by 37% (+440,958)
- Increased engagement rate per impression by 22%
- Managed social through two book launches

ATTA

- Collaborated on social media strategy
- Built total audience to 449 users from zero.

PRODUCTION ASSISTANT

CUMBERLAND MARKETING | SEP. 2020 - FEB. 2021

- Set up, shot, engineered, and tore down the studio for podcast tapings and on-location shoots.
- Edited audio and video for podcasts and client deliverables.

GRADUATE ASSISTANT

EAST TENNESSEE STATE | JAN. 2018 - DEC. 2019

- Managed a team of 15-20 students
- Developed brand identity and social strategy
- Produced imaging elements that fit the brand identity.
- Teaching assistant for various classes including:
 - Writing for Radio Television and Film
 - Intro to Radio Production

EDUCATION

MASTER OF ARTS, BRAND AND MEDIA STRATEGY

EAST TENNESSEE STATE UNIVERSITY | 2018 - 2019

BACHELOR OF SCIENCE, MEDIA AND COMMUNICATION

EAST TENNESSEE STATE UNIVERSITY | 2013 - 2017