

# JENNA TONSOR

336.471.1898



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Marketing Professional  
She/Her

181 E 6th St. Winston-Salem, NC 27101



## SUMMARY

Dedicated and adaptable marketing professional with a lifelong passion for storytelling. My expertise lies in Digital Marketing, Creative Campaign and Content Management, Copywriting, and Brand Development. Committed to fostering clear communication, collaboration, and humor through the firm pursuit of kindness, creativity, and innovation. With a background in theatre, I am a celebrator of the human condition and the power of storytelling, recognizing that the stories we tell form the bedrock of any compelling campaign, project, or company.

## EDUCATION

### Appalachian State University

Bachelor's Degree in Theatre Arts  
2013 – 2017  
Graduated Magna Cum Laude,  
Departmental Honors

## SKILLS

- Excellent content generative and project management skills with a proven ability to meet deadlines and deliver results.
- Proficient in Microsoft, Drive, and JIRA.
- Strong communication and presentation skills, fostering effective collaboration across teams.
- Exceptional attention to detail, ensuring the quality and success of marketing campaigns.
- Strategic thinker with the ability to contribute creative perspectives to projects.
- Successful track record of managing vendor relationships and external collaborations.
- Adaptable and flexible, thriving in a fast-paced and dynamic work environment.
- Adept at utilizing AI tools for strategic content creation and strategic planning.

## REFERENCES

### Rea Grim

Market America | Digital Marketing Content Specialist  
She/Her  
Relationship: Colleague  
Email: Grimrea99@gmail.com

### Kallee Kerestes

Market America | Social Media Manager  
She/Her  
Relationship: Colleague  
Email: Kalleekerestes@gmail.com

### Jeremy Fennema

Market America | Vice President of Business Programs  
He/Him  
Relationship: Mentor & Former Colleague  
Email: jeremyfennema@gmail.com

## PROFESSIONAL EXPERIENCE

### Digital Marketing Project Campaign Manager (Promoted)

- Digital Marketing Campaign & Content Coordinator | Jan. 2023 – Nov. 2023
- Digital Marketing Sizzle Copywriter | Oct. 2022 – Jan. 2023

Market America | SHOP.COM | 2022 – Present

- Successfully oversaw end-to-end delivery of large omnichannel campaigns (domestic and global); managed special projects such as: new product launches and affiliate program development.
- Developed creative copy for marketing campaigns, ensuring consistency and creativity across all channels.
- Maintained professional relationships with external vendors, contributing to successful collaborations.
- Led international campaigns and devised global marketing strategies, achieving company growth.
- Designed high-quality presentations for key stakeholders.
- Provided creative insights on various marketing projects.
- Efficiently executed and managed all marketing projects using project management software such as Jira as well as AI.
- Consistently contributed to the growth of the company through strategic planning and execution.
- Created and maintained marketing calendar.

### Marketing and Social Media Coordinator

The Idiot Box Comedy Club | 2020 – 2022

- Managed all social media accounts, with the aim of advertising upcoming shows, classes, and events to a wide patron base, while emphasizing content reflected comedic brand.
- Ensured websites are up to date with engaging copy.
- Wrote, edited, and sent all necessary e-blasts for subscriber base.
- Maintained events calendar

### Literary, New Play Development and Marketing Intern

Florida Studio Theatre (FST) | 2018 – 2019

- Increased subscriber patronage by developing innovative marketing strategies for all theater seasons.
- Wrote/created all multimedia and print content in the forms of: Articles, Artist Bios, Email Campaigns, Blog Posts, Web Content, Playbills, Creative Booklets, and Newsletters.
- Facilitated the new play development process.
- Proofed and edited all major company copy.