



WHO IS JEN VASSEUR?

I am a digital marketing professional with 17 years of experience in front-end website development, email design and deployment, user experience, and website analytics. I am looking for a position that will allow me to grow my skills as a developer and technical lead in digital marketing and user experience.

 860.597.1440

 jenvasseur.com

 Rocky Hill, CT

SKILLS

CSS



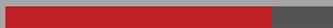
HTML



Javascript & jQuery



Bootstrap



Angular

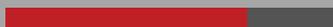


PROGRAMS

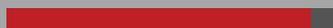
Google Analytics



Salesforce Marketing Cloud



Adobe Creative Cloud



WordPress



2013 VP FRONT END DEVELOPMENT & DIGITAL DESIGN

Insuritas | 2017 -2020

Responsible for front-end development and design of over 100 agency websites, including direction of the team's junior front-end developer and implementation of changes based on Google Analytics data to improve conversions.

- Tripled quotes and sold policies month to month with a large nationwide client through the use of email campaigns.
- Implemented design and front end code changes to aid in conversion, load time and ensure ADA compliance.
- Created email templates that could be customized to individual agency branding using dynamic data. Managed transfer of all templates to Salesforce Marketing Cloud as part of a company-wide conversion while recreating dynamic content in FreeMarker to AMPscript.
- Updated previous installation of Google Analytics and implemented Google Tag Manager.

DIGITAL MARKETING COORDINATOR

Insuritas | 2013 - 2017

Created all digital marketing campaigns. Developed email campaign templates that could be utilized across a continually growing number of insurance agencies. Produced websites and front-end code both by hand and using a content management system (Sitecore).

- Managed complete redesign of more than 100 websites onto a responsive framework (Bootstrap).
- Increased email open rates from an average of 16% to an average of 22%, and as much as 30% for individual campaigns.

LET'S TALK 

 jenvasseur@gmail.com

 [linkedin.com/in/jenvasseur1282](https://www.linkedin.com/in/jenvasseur1282)

EDUCATION

2005 | SCSU

Business Administration -
Accounting Concentration

AWARDS & CERTIFICATIONS

GOOGLE ANALYTICS CERTIFICATION

2018 | INSURITAS

Induction as an employee
shareholder

2014 | INSURITAS

Insuritas Kevin McCormick
Award of Excellence

2008 | MOHEGAN SUN

Employee of the Month

2010 LEAD DEVELOPER & OWNER

Jen Vasseur Designs | 2010 - Present

Web design and development specializing in clean, easy to use design for small businesses, non-profits, schools, and freelancers. Sites are built using WordPress or Drupal as a Content Management Solution and include custom theme design and plugin integration.

- Created completely new intranet for Newington, CT public schools allowing for an agile interface that could be modified by almost anyone and customized to current needs.

2007 INTERNET MARKETING SPECIALIST

Mohegan Sun | 2007 - 2009

Managed and deployed more than 25 monthly email campaigns, created forms for surveys, data collection, and contests, and assisted in the design and development of the Mohegan Sun website.

- Managed conversion to Responsys for all email campaign deployment.
- Assisted with migration of the Mohegan Sun website to a new custom built content management solution.

2005 E-COMMERCE COORDINATOR

Engineering Services | 2005 - 2007

Maintained website content of four high traffic e-commerce websites, managed, designed, and deployed bi-monthly email blasts and worked with E-commerce Manager on SEO efforts.

- Redesigned email campaigns and established metrics and goals.
- Redesigned landing page layout and created optimizing strategies for internal pages.

2003 WEBSITE DESIGNER & MARKETING ASSISTANT

Jewish Federation of Greater New Haven | 2003 - 2005

Maintained and developed website content for the Jewish Federation and Jewish Foundation of Greater New Haven. Created the first email campaign and template system to help promote fundraising efforts and events. Also supported general marketing efforts promoting events and fundraisers including print pieces.

LET'S TALK



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