

JENNIE ROGERS

Digital Marketing Manager

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PROFESSIONAL SUMMARY

Digital Marketing Manager with 15+ years of experience building and executing end-to-end digital marketing strategy across website, social media, SEO/AEO, email marketing automation, and paid digital channels. Proven track record developing digital marketing programs from the ground up, driving lead generation, improving organic and paid performance, and translating business goals into measurable KPI-driven campaigns. Recognized subject matter expert in digital marketing, AI-driven search (AEO/LLM visibility), and email marketing automation platforms with hands-on leadership of digital marketing strategy and planning, content calendars, and cross-functional collaboration with global marketing teams.

CORE COMPETENCIES

Digital Marketing Strategy, Plan & Execution • SEO & AEO (AI Search/Answer Engine Optimization) • Paid Search, Paid Social & PPC • Email Marketing Automation • Website Management • Content Planning • Lead Generation, Lead Scoring & Attribution • KPI Reporting & Digital Analytics • Digital Media Planning & Buying • Cross-Functional Team Leadership & Mentorship • AI Marketing Tools & LLM Visibility

TECHNICAL SKILLS

Email Marketing Automation & CRM: HubSpot, Salesforce, Klaviyo

Website & Content: WordPress, Brightspot, Adobe Creative Cloud, Canva, SEMrush

Paid Digital: Meta Ads, Google Ads, Third Party Ads, ChatGPT Ad Manager

Analytics & Reporting: Hotjar, TapClicks, Google Analytics, Google Search Console, Google Tag Manager

Project Management: Monday.com

AI & Emerging Tools: Claude, ChatGPT, Perplexity, MCP Servers, AI Agents

AI EXPERTISE & LEADERSHIP DEVELOPMENT

AI for Marketers Bootcamp • Huber AI Taskforce Member • MN Women in AI • MCP (Model Context Protocol) Workshop • AEO/AI Visibility in LLMs Training • Agents in Claude Workshop • Selected Member, Huber Piloting Team for Perplexity and Microsoft Copilot • Huber Mentorship Program • Huber Aspiring Leaders Program

PROFESSIONAL EXPERIENCE

Miller Chemical & Fertilizer / Huber AgroSolutions

March 2022 – Present

Digital Marketing Manager – North America

- Develop and execute end-to-end digital marketing strategy across website, social media, SEO, email marketing automation, and paid digital channels, growing leads by 18% over three years while driving brand awareness in alignment with overall Marketing goals and priorities.
- Built the digital marketing program from the ground up, establishing content calendars, SEO strategy, and marketing automation workflows in collaboration with the Global Marketing Director and Marketing Manager; after an initial year of baselining, introduced a structured project management and campaign tracking system (Monday.com) that improved planning efficiency and supported scaling to 9–18 integrated campaigns annually.
- Manage website strategy and content to align with SEO objectives across US and international markets, growing organic traffic by 97% and top-10 ranking keywords by 203% over a four-year period (Semrush).
- Plan, build, and execute email marketing and marketing automation supporting 9–18 integrated crop/product and brand awareness campaigns annually, targeting segmented audiences by product line and region.
- Plan and execute national and regional paid digital media buys, including paid search, paid social, and PPC, to drive targeted traffic and optimize performance across 9–18 integrated omni-channel campaigns annually.
- Establish KPI goals and deliver regular reporting on website, campaign, and lead-generation performance using TapClicks and Hotjar; continuously identify and implement testing initiatives to improve results.

- Lead special projects including lead scoring and attribution modeling, CMS strategy, and evaluation of LLM/AI tools to support marketing and AEO initiatives.
- Serve as subject matter expert on digital marketing and AI-driven search visibility, providing guidance on digital processes and tools at a global level; selected member of Huber's Perplexity and Copilot piloting team.
- Provide day-to-day guidance and direction to the Website Specialist and Marketing Specialist (dotted-line), aligning execution with digital strategy and content calendar priorities.

Hearing Components / Comply Foam

Sept. 2020 – Jan. 2022

Digital Marketing Manager

- Developed and executed digital marketing strategy across email marketing, SEO, and paid digital to drive website traffic, increase sales, and build brand awareness.
- Managed Shopify e-commerce platform, overseeing site content and functionality to support online sales performance.
- Built and executed email marketing campaigns using Klaviyo, generating over \$100,000 (13%) of total company revenue through campaigns and automated flows.
- Managed paid digital agency partner relationship, driving over \$160,000 in attributed revenue.
- Developed and managed digital marketing content calendar across email, social, and website channels.
- Managed and mentored social media intern, overseeing content execution and channel performance.

Avionte, Inc.

Jan. 2017 – April 2020

Digital Marketing Specialist

- Planned, built, and executed marketing campaigns using HubSpot, including email, blog, and social media content.
- Designed, built, and implemented paid ad campaigns across digital, display, and social channels, including ad copy, display ads, and landing pages.
- Implemented SEO strategies to increase organic traffic and improve search engine visibility.
- Managed website conversion rate optimization initiatives to improve user experience and lead capture.
- Coordinated marketing schedules, budgets, timelines, and vendor relationships to support campaign execution.
- Identified digital strategies and tools to support evolving business and marketing objectives.

ADDITIONAL EXPERIENCE

- **Marketing and Paid Search Specialist**, SICK, Inc. (2012–2017) — Managed PPC/Google Ads and paid social; grew YouTube engagement +78%, subscribers +230.
- **Graphic Designer**, 7 Corners Printing (2003–2012) — Managed 10–20 concurrent branding/design projects; built electronic proofing and archiving systems.
- **Graphic Designer / Marketing Assistant**, Z.Bigatti Cosmetics (2003) — Designed marketing collateral/packaging for 20+ product lines; managed photo shoots and retail materials.
- **Creative Designer**, Courage Center (1998–2003) — Designed print collateral and managed production schedules for internal and external stakeholders.

CERTIFICATIONS & CONTINUING EDUCATION

- Generative AI for Digital Marketers, LinkedIn Learning (April 2024)
- Mini MBA in Mobile Marketing, Rutgers University (2013) — Mobile apps, mobile SEO, SMS/mobile advertising, location-based services, mobile analytics.

EDUCATION

Bachelor of Arts, Mass Communication — Buena Vista University