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Top Skills

Content Management
Email Management
Omniture

Jennifer Tyre

Social Media Director at the U.S. Department of Homeland Security - Biden-Harris Political Appointee
Washington DC-Baltimore Area

Summary

Analytical and results-driven with experience in planning and executing successful communication and promotional campaigns with the purpose of growing online audiences. Seasoned professional in the development and execution of social media engagement and analysis. Skilled writer and copy editor for both web and print outlets.

Experience

U.S. Department of Homeland Security
Social Media Director
August 2022 - Present (1 year 2 months)
Washington, United States

- Responsible for developing, managing, and executing the agency's digital strategy
- Coordinate with component social media leads to promote the agency's mission on social media.
- Responsible for setting goals, analyzing metrics, and communicating insights to key stakeholders.
- Coordinate with the graphic design team on the agency's visual identity.
- Review and approve content written by social media strategists.

German Marshall Fund of the United States
5 years 3 months

Senior Digital Communications Officer
June 2021 - August 2022 (1 year 3 months)
Washington, District of Columbia, United States

- Manage the organization's digital communications team.
- Project lead on 2021 website redesign of gmfus.org.
- Strategize new and creative ideas to grow online networks and reach.
- Track, analyze, and report web and social metrics on a weekly basis.
- Oversee the management of gmfus.org and social media accounts.
- Lead on website vendor management.

- Train and mentor staff and experts on social media best practices and website management.
- Authored original content published on gmfus.org on civil society work.

Digital Strategist

June 2020 - May 2021 (1 year)

Washington, District of Columbia, United States

- Maintained gmfus.org and GMF social media accounts, including Facebook, Twitter, Instagram, and LinkedIn.
- Managed vendor bidding and RFP process of website redesign.
- Developed strategy to promote content through social media and website.
- Recorded, analyzed, and reported web and social metrics.
- Worked with and managed outside website vendors and contractors.

Communications Officer

June 2017 - May 2020 (3 years)

Washington, District of Columbia, United States

- Project lead during microsite redesign of brusselsforum.org.
- Maintained gmfus.org through Drupal and social media accounts.
- Liaised with GMF programs and leadership to best represent publications, events, and other content generated by programs on the website.
- Created and executed social media strategy for GMF events and major conferences including live tweeting, live streaming, and ad buys.

The Brookings Institution

6 years 6 months

Web Content and Digital Media Manager

July 2015 - June 2017 (2 years)

Washington, District of Columbia, United States

- Planned and executed all web, email, and social media campaigns.
- Brainstormed new and innovative online growth strategies.
- Oversaw the development, production, and review of the site's content.
- Analyzed opens, click-throughs, and conversion of email marketing campaigns and website content to provide solid data on how to improve communication and online conversion rates.
- Trained and mentored staff on social media and SEO techniques and best practices.

Web Content and Digital Media Specialist

March 2014 - June 2015 (1 year 4 months)

Washington, District of Columbia, United States

- Managed Global Economy and Development program's twitter account.
- Developed social media toolkits to raise brand awareness, increase engagement, and promote online content, projects, and events.
- Advised and developed new strategies and tactics to improve overall web effectiveness and impact through social media and email marketing campaigns.
- Wrote summary blurbs and prepares articles, blogs, opinion editorials, Congressional testimony, event summaries, expert profiles, and other online content for publication.
- Conducted search engine optimization (SEO) for all Global content.

Web Site Coordinator

January 2011 - April 2014 (3 years 4 months)

- Wrote and edited online copy for the Global website.
- Coordinated with communications director on developing email marketing campaigns to promote program content, projects, and events.
- Created, developed and managed program's web pages using content management system.
- Tracked and analyzed the program's website activity; developed analytical reports for scholars, senior management and central communications team.
- Implemented social media marketing strategies to build brand, increase engagement and drive traffic to website.
- Coordinated web projects with program's scholars and central communication team.

Time Life

3 years 5 months

Web Marketing Specialist, eCommerce

August 2008 - January 2011 (2 years 6 months)

Fairfax, VA

- Executed product positioning and strategic marketing plans to optimize web business.
- Developed and implemented allsite-wide promotions, increasing incremental revenue by 10%.
- Assisted in overseeing site redesign; efforts in redesigning enhanced functionality and increased conversion by 15% over a four-month period.
- Developed bi-weekly email promotions, created marketing briefs, deployed emails and coordinated remarketing banner ad campaigns.

Web Coordinator, eCommerce

September 2007 - August 2008 (1 year)

Fairfax, VA

- Wrote and edited online marketing copy.
- Increased product availability by establishing new marketing partnerships.
- Gathered and analyzed weekly and monthly reporting on customer behavior and online trends.
- Built all product pages and merchandised all Time Life websites to maximize total web sales.

Education

American University

Master's Degree, Broadcast Journalism · (2006 - 2007)

American University

Bachelor's Degree, Print Journalism & Spanish Language · (2002 - 2006)