

# JANINE MOONEY

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## EDUCATION

### HIGH POINT UNIVERSITY

High Point, NC • May 2011

B.A. English - Writing

Minor: Journalism

## HONORS

### ENGLISH HONOR SOCIETY

Sigma Tau Delta • 2007 - 2011

## SKILLS

- Publishing / Editorial • Marketing • Content Development • Sponsored Content • Team Management • Social Media Marketing • Adobe Photoshop + InDesign • CMS: Drupal, Rivista, WordPress • Search Engine Optimization (SEO) • Google: Analytics + AdWords • HTML, HTML5, CSS3 • Adobe Analytics + Data Analysis • HubSpot Inbound Marketing

## EXPERIENCE

### SAMSUNG ELECTRONICS AMERICA » Ridgely Park, NJ • 07.2017 – Present

*Marketing Manager, Strategic Content: Mobile B2B Demand Generation*

- Collaborate with Product and Vertical teams to understand business priorities and develop strategic content plans targeted to IT and Line of Business decision-makers.
- Manage content creation partners and agencies to develop engaging and informative content, including videos, infographics, eBooks, white papers and interactive tools. Maintain trackers of strategic content assets.
- Manage the day-to-day editorial process for the Insights.Samsung.com content hub in collaboration with agencies.
- Track and analyze content performance to identify optimization opportunities and inform future planning.
- Collaborate with social media, PR, CRM, and other marketing colleagues on strategic use of marketing content.

### ADVANTAGE BUSINESS MEDIA » Rockaway, NJ • 10.2014 – 07.2017

*Editorial Content Director: Design Engineering Group (DEG) • 03.2016 – 07.2017*

- Oversee, project manage and execute all sponsored content in collaboration with customers.
  - Write and edit branded, search engine optimized, data-driven custom content. Amplified content across online, social, video and print channels. Manage freelance writers and editors. Managed all social media platforms.
- Editor in Chief: Wireless Design & Development + Electronic Component News • 10.2014 – Present*
- Served as the brands master storyteller leading the creation of compelling content including articles, blogs, social graphics, infographics and videos. Created and packaged content to support conferences and trade shows.
  - Developed short- and long-term strategies in coordination with the content leadership team to produce and amplify a high volume and wide variety of mixed media content to engage audience.
  - Ensured all content was on-brand and consistent in terms of style, quality and tone of voice, and optimized.
  - Developed and managed editorial calendar. Managed and supported all brand editors and freelancers.

### NEW JERSEY FAMILY MAGAZINE » Summit, NJ • 01.2013 – 10.2014

*Digital Editor*

- Developed editorial strategies to produce a wide variety of mixed media content in support of brands.
- Wrote and edited search engine optimized content. Oversaw distribution and scheduling of eNewsletter and eBlasts.
- Managed and maintained all website properties, including social media platforms (Facebook, Twitter, Pinterest, LinkedIn, Google+, Reddit, etc.). Supervised editors and writers and was point of contact for web development team.
- Successfully managed the creation and launch of a new fully responsive website from the ground up.
- Drove unique visitors to the website up more than 298 percent in first year; continued to increase viewers month-over-month (MoM). Increased Facebook followers more than 80 percent.

### ADVANTAGE BUSINESS MEDIA » Rockaway, NJ • 06.2011 – 01.2013

*Editor: Wireless Design & Development*

- Led the creation of compelling content for print and digital; Wrote and edited all content; Managed all social media.
- Scheduled and managed print layout, content and production; Created and distributed daily newsletters.
- Drove unique visitors up 60 percent after month one; Continued to increase month over month.
- Planned and executed print magazine redesign, including layout, editorial strategy and a marketing plan.

### OUR STATE MAGAZINE » Greensboro, NC > *Editorial Intern* • 01.2011 – 05.2011

**PACE COMMUNICATIONS** (Destination Publishing Group) » Greensboro, NC > *Editorial Intern* • 08.2010 – 12.2010

**COURIER-POST NEWSPAPER** (Gannett Co. Inc.) » Cherry Hill, NJ > *Reporter/Editorial Intern* • 05.2010 – 09.2010