

## **Jenna Hamrick Young**

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819 Steele St., Denver, CO 80206 | 720.530.7213 | me@jennahy.com | www.jennahy.com

### **Employment History**

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#### **Independent Contractor**

*Multiple Clients | Denver, CO | August 2001 – present*

- Managed the Dex Media employee Web portal for the Communications Department – wrote the portal project charter, defined governance processes, and updated the portal homepage.
- Prepared technical manuals, online help, and training materials for Aegis Analytical, a pharmaceutical industry software company, and for Atlas OnePoint, a search engine marketing company.
- Provided copywriting services to Peak Creative Media for clients including Qwest, Daniels College of Business, and Electro-Comm Distributing, Inc.
- Wrote and edited the MapQuest email newsletter sent to over a million subscribers.
- Designed and developed Web sites for several small businesses.

#### **Web Director**

*Freedom's Answer | Denver, CO | May 2002 – December 2002 (national election based project)*

- Managed the design, content, and ongoing maintenance of a Web site that served as the hub for a national non-profit and non-partisan youth voter turnout campaign.
- Delivered complex projects including a full site redesign and dynamic member pages on deadline and under budget working with both internal and external resources.
- Wrote and edited Web site content, email communications, and Web advertising creative.

#### **Product Marketing Manager**

*AccelX/Webb Interactive Services, Inc. | Denver, CO | October 2000 – July 2001*

- Managed the product definition, development, and marketing of Web-based software for the telecommunications industry. Worked closely with sales, professional services, and engineering to meet customer deadlines and expectations.
- Researched and prepared competitive analyses to determine product strategy and new business opportunities.
- Wrote detailed product requirements documents, use cases, and marketing collateral pieces.

#### **Senior Producer**

*MapQuest.com | Denver, CO | August 1999 – October 2000*

- Resuscitated MyMapQuest, MapQuest's membership service. Increased MyMapQuest memberships while reducing customer support needs by streamlining registration and managing a weekly release schedule to quickly resolve technical problems.
- Increased MapQuest email newsletter click-through rates approximately 50 percent by improving its content and design.

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- Researched the international market and prepared product requirements for MapQuest's first international Web site, mapquest.co.uk.

### **Editor / Producer**

*Trip.com | Denver, CO | February 1998 – July 1999*

- Revamped Trip.com's online magazine. Devised an editorial strategy, recruited industry-leading writers, and assisted with the implementation of a Vignette content management system.
- Led a Trip.com Web site redesign. Acted as the primary project decision-maker and diplomat responsible for prioritizing cross-departmental requirements, managing an external agency, and directing implementation.

### **Web Forum Manager / Project Coordinator**

*American Bar Association | Washington, DC | December 1994 – August 1997*

- Managed the Juvenile Justice Forum on HandsNet.com, an online resource for public interest professionals, for the ABA Juvenile Justice Committee. Wrote and edited articles, monitored usage, and represented the Forum at strategic meetings.
- Collaborated on grant proposals, lobbying letters, and research reports with ABA staff attorneys.

## **Education**

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### **University of California, Davis**

June 1994

Bachelor of Arts in Rhetoric and Communication

Universita di Padova, Italy (9 month program)

### **George Washington University School of Continuing Education, Washington, DC**

Winter 1997

News and Feature Writing

Proofreading and Editing

### **Bohorok Orangutan Rehabilitation Center**

Bukit Lawang, Sumatra

October 1997

Responsible for five quarantined orangutans and a dozen semi-wild orangutans including feeding, cleaning, recording behavior, and swinging from vines.