

Vena Jensen Blitsch

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Social Media and Content Strategy Manager

Progressive, professional experience developing, managing and marketing, including social media marketing efforts. Proven ability to plan and execute highly effective online marketing programs based on best practices. Highly-motivated professional with excellent leadership and communication skills. Exceptional interpersonal, writing and technical skills. Passion for excellence, attention to detail; organized. Able to prioritize and multi-task. Self-directed, demonstrated ability to interact on a daily basis with customers, managers, team members and vendors to accomplish established business objectives. Thrive in a six-sigma excellence environment. Passionate about social media marketing strategy and internet advertising. Compassionate and caring; strong values of social equity and environmental responsibility.

Areas of Expertise

Copywriting ~ Copyediting ~ Create Editorial Content ~ SEO and Web Optimization

Expert MS Office Suite & MS Project Manager. Other Software Applications include: Accounting, CRM, Website Design, Social Networking, Blog Formats, E-Webinar & Meeting Platforms

Experience with social monitoring, writing and blog outreach tools, basic design software such as Photoshop, Illustrator, InDesign, SerifDrawPlus, SerifPhotoPlus, etc.

Marketing & Communications ~ Training & Presentations ~ Evaluation and Assessment

Project Design & Management ~ Budget Planning, Development, Forecasting & Oversight

Process Improvement ~ Research & Analysis ~ Strategic Planning

Fund Development ~ Grant and Proposal Writing

Quality Assurance Consulting ~ Group Facilitation ~ Stakeholder Collaboration

Administrative Services ~ Meeting and Training Coordination & Support

Sustainability and Green Business Initiatives, Coaching and Consulting, Green Business Certifications

Demonstrated Accomplishments

- **Owner / CEO** of a successful **social media marketing and consulting business**
- **Developed** and **implemented** marketing activities for college department to maximize ROI of products and services, including social media marketing
- **Delivered** market-leading customer experience, business excellence and financial return through a quality-oriented culture and day-to-day application of quality assurance practices.
- **Reviewed** and **evaluated** program governance, administration and operations
- **Established** and **managed** a community-based program that spanned two counties with a revenue growth factor of 180% over a 17 year period.
- **Administered** \$2K zero-based budget, **ensured** achievement of established margins and operating income, compliance with GAAP, oversight of accounts P/R, purchasing, payroll and financial statements.
- **Reconciled** accounts and **recommended** funds flow strategies, capital expenditures, long and short term financial planning, trending and business plans to senior management.
- **Awarded** \$37.5K grant and proposal funds; **manage** multiple local, state and federal contracts.
- **Responsible** for development and documentation of internal department procedure to comply with institutional, state and federal policies.
- Efficiently **supervised** staff and **coordinated** personnel-related activities.
- **Coordinated** with and **lead** multiple internal and external cross-functional teams
- **Motivated** and **provided leadership** to staff, partners, stakeholders and Board of Directors.
- **Coordinated** trainings; hired, trained and supervised part-time instructor trainers and independent contractors.

Experience

Vena Jensen Blitsch, Self Employed Ridgefield, Washington (2008-Present)

Vibrant Internet Marketing www.vibrantinternetmarketing.com 10/2010 - Present

Social Media Marketing and Business Consultant for business clients.

Primary Projects:

Lighthouse Foods, Inc. Living Lighthouse Blog – lighthousefoods.com/livinglighthouseblog
Project Manager, Lighthouse Voice Blogger and Email Campaign Manager – May 2013 - present

Bushel and Peck Kids Clothing – bushelpeckkids.com
Social Media Manager, Small Business Development Coach, Project Manager – 1/2013 – present

System Pavers - systempavers.com/ - Elegant residential living spaces design and construction
Social Media Manager – Content Strategy – Copywriting – Copyediting – Blog writing - SEO

BabyBoomerGold.com – babyboomergold.com 4/2012 – 12/2012
Online Marketing Consultant and Social Media Coach. Temporary contract.

Technology Social Network www.socialmediatech.net 1/2012 – 5/2012
Chief Business Consultant for web marketing company. Part-time contract.

National Association of Child Care Resource and Referral Agencies, Arlington, VA (2008- 2010)
Business Consultant
National professional association, leadership and public policy advocacy agency that advances the development and learning of all children in the U.S. Provides vision, leadership and support to 700 community child care resource & referral agencies nationwide.

Lane Community College, Eugene, Oregon (1991 - 2009)

Family Connections, Program Coordinator, Project Manager and Marketing Manager

Developed and managed a community-based training / resource & referral program that served over 5,000 clients per year. Directed and managed marketing and outreach activities. Hired and managed a team of 6-10 professionals and over 15 trainers that provided high-quality educational services. Managed a \$1.9 million annual budget and served as administrator of grants and contracts. Served on boards and committees. Engaged community through social media marketing, publicity and public policy advocacy efforts.

Education & Training

Let's Get Social, Social Media Manager Training, Kate Buck Jr., Austin, TX (2011)

Ecological Consulting in Homes and Businesses, Certification, Green Irene, LLC. (2011)

Business Administration, Eastern Oregon University (2008-2009)

Business Management, Lane Community College, Graduated (2008)

Administration ECE Care and Education Programs, Wheelock College, Certification (1993)

Boards and Committees

Board of Directors, Oregon Child Care Resource & Referral Network (2008-2009)

Chair, Steering Committee, Annual Lane County Latino Family Conference, a community collaboration that included County Commission, school districts, city governments & multiple non-profits, (2007-2009)