



Jolene Rheault

PR Specialist | Social Media Manager | Growth Hacker | Digital Marketing Genius | All-Around Awesome Gal

👤 Profile

Jolene is an engaging, intelligent, and profoundly relevant digital marketer, public relations guru, content creator, and social media manager who has begun to explode onto the marketing scene.

Her clientele is a diverse and exciting combination of industries, including Powerizer, Best Self Co, Hubstaff, CenturyLink, and online marketing influencers featured on NBC News, Yahoo! Lifestyle, Benzinga, Inc., CBSNews, and more courtesy of Jolene's public relation proficiencies and professional relationships within the media.

She has built her career in a variety of roles and industries, mostly in small companies where she was not just a graphic designer but also a software analyst, QA engineer, media specialist, social media guru, and marketing manager. She's not only used to wearing many hats; she sincerely enjoys it; Jolene thrives in an environment where no two workdays are exactly the same.

Previously, Jolene worked mainly as a QA analyst and automation engineer and was lucky enough to work with amazing clients such as Nintendo, HBO, SMRT Boards, and Sesame Street.

She's truly passionate about her work and always eager to connect with other marketers. Jolene is extremely accessible and quick to return messages. While she enjoys all aspects of her job, her favorite stage of a project is working with the client to understand his or her design objectives. As you go through that collaborative process, the ideas start to flow and that's always the fun part.

Not only is Jolene awesome professionally, but she is a fun, creative gal to work with! She enjoys making coworkers smile and easing the atmosphere in a tense meeting.

Details

720-313-6648

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Links

[Digital Resumé](#)

[LinkedIn](#)

[Marketing Website](#)

Skills

Social Media Management

Paid Ads (Facebook, Instagram, LinkedIn, Google)

Public and Media Relations

Design and Illustration

Web Design

Leadership

🎓 Education

MBA in Public Relations, Advertising, and Applied Communication, University of Denver, Denver, CO

2016 – 2019

Graduated with 4.0 GPA

B.S., Graphic Design, Minnesota State University Moorhead, Moorhead, MN

2002 – 2006

Recreational Awards:

- Girl Scout Gold Award and Leadership Award May 2001
- 1st Place in Storytelling at North Dakota State University Speech Invitational, December 2001
- Awarded \$500 Talent Scholarship to MSUM for Theatre, May 2002

- National Cheerleading Association, 6th Place March 2004, Daytona, FL

★ Honors and Awards

Marketing Team of the Year Nomination, Denver, CO

April 2017

The Marketo Revvie Awards celebrate those who have significantly impacted company revenue and built engaging, long-lasting relationships with customers by leveraging Marketo marketing automation software.

<http://events.marketo.com/summit/2017/awards>

Most Creative Shirt Design Award, Centennial, CO

June 2016

Awarded the most creative shirt design by Resolve.org for Walk of Hope to raise awareness for infertility.

Most Creative Shirt Design Award, Centennial, CO

June 2015

Awarded the most creative shirt design by Resolve.org for Walk of Hope to raise awareness for infertility.

📁 Employment History

Owner at Refreshing Solutions, Lone Tree, CO

January 2007

Spearheads and directs social and digital marketing strategies for local small and medium-sized businesses. Collaborates with business owners to maximize and optimize resources to drive revenue and fulfill objectives.

Key projects:

- **Best Self Co. Easter Promotion** – Initiated and managed email campaigns, quadrupling sales from the promotion of the previous year.
- **Movie Theater Premiere** – Assisted in assembling and deploying a successful marketing campaign resulting in sold-out theater premiere and extensive media coverage.

Marketing Manager at The Bid Lab

July 2018 – April 2019

Key Projects:

- **Created strategies and methods to increase leads** to the website.
- Also facilitated email marketing, digital marketing, social media management, public relations, and web design efforts.

Content Marketing Manager at Hubstaff

June 2017 – January 2018

Devised, analyzed, and developed relevant content for blog writers. Designed graphics to meet specific needs, regularly conferring with the client to determine optimal layout and aesthetic.

Key projects:

- **SEO/UX Campaign** – Enabled blog website to triple in number of paid subscriptions through the implementation of key strategies.
- **Blog Traffic Growth** – Tripled monthly blog visitor growth from 30K to 100K.

Marketing Operations Analyst at CenturyLink, Denver, CO

October 2016 — July 2017

Onboarded to drive tactical and technical direction for multiple projects. Developed and executed related programs, management tools, and key resources for SMB and consumer business segments.

- **Award Recipient** – Member of email automation team nominated for Marketo's Team of the Year Award.
- **Developed automated reporting system** for nationwide marketing department; new system enabled merge of marketing numbers and PowerPoint slides accessible via app.

Digital Production Coordinator at E*TRADE Advisor Services, Centennial, CO

January 2015 — July 2016

Launched branding app for Google Play and App Store. Moderated and maintained marketing automation campaigns. Designed and integrated an updated intranet and newsletter, improving internal communication.

Key Projects:

- **App-icon Creation** – Enabled company to save 120 hours of work and over \$3500 through meticulous organization and integration of refined skillset.

QA Analyst at E*TRADE Advisor Services, Centennial, CO

November 2012 — January 2015

Key Projects:

- **Developed smoke test automation suite** to run on production nights as well as following sprint completions. This improved efficiency and reduced work hours for the team.
- **Led the effort for tablet testing** on the main project – Liberty – as well as handling a portion of client requests.
- **Built an extensive library of test cases** and regression scripts.

QA Analyst at CauseLabs, Denver, CO

May 2012 — August 2012

Key Projects:

- **Created multiple testbeds** and was a key member of automating 2 projects (<http://bible.is> and backlog).

- **Tested and analyzed mobile device apps** (droid and ios mobile and tablets).

QA Analyst at iBeta Quality Assurance, Aurora, CO

February 2011 — May 2012

Key Projects:

- **Conducted testing and analysis for websites** on several platforms while utilizing sql to observe data patterns and anomalies.
- **Executed intensive exploratory and script-driven testing** on Android and iOS devices.

QA Tech at Reed Business Information, Highlands Ranch, CO

June 2009 — April 2010

Key Projects:

- **Wrote, revised, and verified quality standards and test procedures** for web design and product evaluation to attain quality of software economically and efficiently.
- **Submitted design critiques of websites or new ideas.**
- **Assisted with automated regression scripts** at the end of each day.