

# Jeremy Marr

Digital Leadership and Strategy

Plainwell, Michigan  
(269) 218-0567  
jmarr@greenelabs.com  
Portfolio: jeremymarr.com

## EXPERIENCE

### WZZM13, Grand Rapids, MI — Director of Digital Content

Jan 2019 - PRESENT

Operations team member responsible for department and station growth year over year  
Increased department KPIs by 74% YOY in first 365 days  
Increased social engagement YOY going from 3rd in market to 1st in '19 & '20

### Creative Marketing Group, Portage, MI — VP of Marketing

Nov 2016 - Nov 2018

Oversight of team charged with creation and development of websites focusing on user-centered design  
Authoring digital marketing plans for small to large businesses  
Consulting for successful digital strategies  
Increased Client Satisfaction Index by 60% in 6 months  
Revamped company's design process, leading to fewer mistakes and higher client satisfaction in less time

### WWMT-TV, Kalamazoo, MI — Manager of Digital Content

Nov 2004 - Nov 2016

Daily editorial oversight of news and web department staff  
Developed and implemented social media strategy, voice and content goals for four TV stations  
Consistently met and surpassed performance metric goals  
Worked closely across departments to identify and take advantage of new revenue opportunities

### Green E Labs Web Design, Kalamazoo, MI — Principal

Feb 2002 - 2018

Expertise in HTML5, CSS3, SEO, usability and accessibility via user-centered design  
Strong understanding of social media platforms and what drives trends  
Experience with various content delivery systems

## EDUCATION

### World Wide Web Consortium

Certified HTML Developer with fundamental knowledge of web development using HTML, XHTML and CSS

Western Michigan University – English (Creative Writing)

Kalamazoo, MI 1995-1998

Northern Michigan University – Biology/Art, Philosophy

Marquette, MI 1992-1995

## SKILLS

Computers & software  
Project management  
Client relationship development  
Analytics  
Wireframing /prototyping  
Research  
Information design & architecture  
Interface design  
Rhetoric and persuasive writing  
Expository writing  
Technical writing  
Public speaking and presenting  
Visual communication  
Photography  
Videography  
Editing

## AWARDS

2017 – EDWARD R MURROW Award -Excellence in Social Media

2014 – Kalamazoo Social Media Week's Best Business on Twitter

2009 – Shining Star – Freedom Communication's Center of Community Journalism Excellence

2008 – Honorable Mention – Freedom Communications' Center of Community Journalism Excellence

2008 – AP Class II TV Best Website

*\*P.S. Awards are kinda dumb*

