

Jennifer Seeley

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SOCIAL MEDIA MANAGER | BRAND, COMMUNITY & CUSTOMER ENGAGEMENT

Social media and digital marketing leader with 10+ years of experience managing brand voice, community engagement, and content strategy across high-visibility social platforms. Proven ability to develop and execute multi-platform social strategies that build loyalty, drive engagement, support paid media, and contribute to conversion goals.

Experienced working with national brands, large social communities, creative teams, customer care, paid media partners, and leadership teams. Known for strong storytelling, fast judgment, cultural awareness, and data-informed decision-making in fast-moving environments.

CORE EXPERTISE

- Social Media Strategy & Channel Ownership
- Brand Voice, Storytelling & Copywriting
- Community Management & Customer Engagement
- Real-Time Trend & Cultural Moment Response
- Organic & Paid Social Collaboration
- Social Analytics, Reporting & Optimization
- Influencer, Affiliate & Brand Partnerships
- Short-Form Video & Visual Content Creation
- Crisis Awareness & Sentiment Monitoring
- Cross-Functional & Agency Collaboration

PROFESSIONAL EXPERIENCE

JSeeley Consulting — Social Media Manager & Digital Marketing Strategist (2008 – Present)

- Develop and implement comprehensive social media strategies across Facebook, Instagram, X, LinkedIn, TikTok, and YouTube
- Own day-to-day management of social channels, including posting, monitoring, engagement, and moderation
- Create and curate platform-specific content (copy, visuals, short-form video) aligned to brand voice and audience behavior
- Monitor customer sentiment, comments, DMs, and cultural trends to guide real-time engagement and content creation
- Partner closely with customer-facing teams to respond to inquiries and feedback in a timely, professional manner
- Collaborate with paid media teams to align organic and paid social efforts that drive traffic, leads, and conversions
- Support influencer, affiliate, and brand partnership campaigns through social storytelling and amplification
- Track performance metrics including engagement, reach, click-through rate, conversions, and audience growth
- Produce regular performance reports and insights for clients and leadership teams

Best Version Media — Journalist, Content Manager & Social Storyteller

Golden Living • Applewood Living • Wheat Ridge Living

- Served as lead storyteller across multiple publications with highly engaged local audiences
- Promoted feature stories, business profiles, and community narratives across social and digital channels
- Managed editorial calendars and content pipelines
- Built strong community engagement through authentic storytelling

The Urban Mountain Team/Legacy Realty/Property Dominator & Individual Agents - Marketing Manager, Content Creator, Social Media Lead Generation

- Managed social media platforms, paid social campaigns, and digital marketing efforts
- Created video, visual, and written content to support brand awareness and conversion goals
- Tracked performance metrics and optimized content based on results

ENTERTAINMENT, MEDIA & BROADCASTING EXPERIENCE

- Hosted radio programs and served as on-air talent, managing live content and interviews
- Worked as a photojournalist for ABC and NBC affiliates
- Supported national and regional PR campaigns for entertainers and media projects

NETWORKING, B2B & B2C SALES, & COMMUNITY BUILDING

- Planned, hosted, and promoted multiple B2B and B2C networking events across the Denver metro area
- Facilitated a recurring business mastermind group supporting entrepreneurs and professionals
- Built and nurtured professional communities through in-person engagement, social media promotion, and digital follow-up
- Supported lead generation and sales conversations through relationship-driven marketing and events
- Launched the first Colorado Rockstar Connect Networking Event for Business Professionals

ANALYTICS, TOOLS & PLATFORMS

Social Platforms: Facebook, Instagram, X, LinkedIn, TikTok, YouTube, Meta

Analytics & Reporting: Google Analytics (GA), Excel, PowerPoint, Meta

Scheduling & Management: Sprout Social, Loomly, Later, Meta

Content Creation: Canva, CapCut, Adobe Premiere

EDUCATION

- Bachelor of Arts – Communications (Media Specialization), Film Minor
- Florida State University
- Various Social Media Courses, including AI, Blogging, and Content Management and Creation.