

Jeff Behrens

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EXPERTISE

- Brand Strategy
- Content / Editorial Strategy
- Data Visualization
- Digital Advertising / PPC
- Digital Analytics
- Email Marketing
- Landing Page Optimization
- Marketing Automation
- Mobile Application Development
- Platforms / CMS / CRM
- Prototyping and Wireframing
- SEO / SEM
- Social Media Strategy
- UX Design / Research
- Writing, Editing and Brand Voice

PROFESSIONAL EXPERIENCE

Digital Strategy, Brand and Creative Consultant

2017-Present

- Lead digital-first brand transformations for clients seeking to reinvigorate their marketing strategies or expand into new business verticals
- Design and create original websites and digital collateral
- Define brand voice and write content for web, email and social media marketing
- Manage freelance visual design and software development talent
- Drive business efficiencies through marketing automation and digital platforming

Vice President, Global Digital Marketing and Technology, Nielsen

2016-2017

- Led content strategy, user experience and platforms for Nielsen's public digital channels worldwide, growing the nielsen.com user base by more than 30 percent year-over-year
- Managed a team of strategists, designers, and software developers responsible for web application development to support Nielsen's marketing efforts worldwide
- Oversaw email marketing strategy globally, including design, content and template development
- Wrote and edited marketing content
- Evolved and maintained standards for web and mobile application development, and established the Mobile Application Center of Excellence to define technical, brand and functionality standards across public- and client-facing mobile properties worldwide
- Managed creative and technical agency relationships
- Served as Agile Product Owner of nielsen.com, which has an internal user base of more than 100 content authors around the world

Senior Director, Digital Marketing, Nielsen

2012-2016

- Led the redesign and relaunch of nielsen.com, doubling the number of leads collected year-over-year
- Managed a team of content developers, web producers and designers
- Oversaw editorial operations and standards of a cross-functional team of marketing and communications professionals, copywriters and content strategists to publish daily thought leadership articles and downloadable reports on nielsen.com
- Owned digital presence at Nielsen events and trade shows, including mobile applications, live social media, and physical displays
- Developed training programs and instructional documentation for global content authors

Digital Marketing Manager, Nielsen

2010-2012

- Managed day-to-day web production for Nielsen's web properties worldwide
- Wrote and edited content for Nielsen's websites, blogs and social media channels
- Managed projects to introduce new functionality to Nielsen's websites and content management systems

Digital Editor, The Depository Trust and Clearing Corporation

2007-2010

- Wrote, developed and managed web content to reflect DTCC's mission, goals and values
- Performed web traffic analysis and reporting and tuned content strategy accordingly

TECHNICAL EXPERTISE

- **Marketing Technology:** Google Analytics, Adobe Analytics (Omniure), Moz SEO Suite, Salesforce, ExactTarget, Litmus, Pardot, Marketo, Hubspot
- **Development:** HTML, CSS, JavaScript, Bootstrap/Responsive frameworks, WordPress Development, PHP, MySQL
- **Content Management Systems:** WordPress, Drupal, Adobe Experience Manager, OpenText
- **Software:** Adobe Creative Suite, Sketch, Invision, Adobe Experience Design, Windows, OSX, Linux

EDUCATION

User Experience Design, General Assembly, December 2016-February 2017

UX research methodologies, wireframing and prototyping, design patterns and user testing

American University, Washington, D.C., 2001-2005

B.A. (cum laude), Journalism, American Studies

Institute for Democracy in South Africa, Cape Town, South Africa, October-December 2003

South African political history, peace and conflict resolution, international relations

University of Namibia, Windhoek, Namibia, August-October 2003

Namibian political history, environmental policy, international relations