Tammy Jones

tammy**.**jones@yahoo.com / 865-771-9760 / tammyjones.net

Specialties

Content Marketing & Engagement

Social Media Management

Website Redesign & CMS Migration

Traffic & Commerce Data/Analytics

Web Usability & User Experience

SEO & SEM Best Practices

Editorial & Web Product Management Content Management & Monetization

Copywriting & Content Creation

Experience

**Online Content Team – Interweave / F+W Media (remote) September 2010 – present**

 *Web Producer & Social Media Manager since January 2018*

*Social Media Manager October 2016 – January 2018*

*Online Editor September 2010 – October 2016*

* write and edit SEO-optimized articles, generating 2.6 million page views a year
* grow and support a newsletter list of 150,000 subscribers (78% growth in my first year)
* managed social media for five brands, generating 1 million+ annual visitors (480% growth in one year)
* support an aggressive SEO campaign with lookbooks, content- and product-conversion landing pages, an editorial strategy based on Google Visibility Report keywords and page-one rankings, and free eBooks
* manage the work of over 20 contributing authors and guest designers
* completed three website redesigns & three content management system (CMS) migrations/implementations

**Freelance Copywriter January 2009 – August 2010 and ongoing**

*I’ve written for print and online magazines, E-commerce and content websites, advertising agencies, and custom publishing houses. My areas of expertise include jewelry, gemstones, weddings, and accessories; travel; nesting topics like entertaining and DIY/making; and corporate responsibility and the environment. Clients include:*

Boy Scouts of America

First Tennessee Bank

Textbooks.com

PearlsOfJoy.com

True North Custom Publishing

Stuller

Knoxville Museum of Art

*Reach* and *Home Tour* Magazines

Coca-Cola / Roddy Vending Co.

J.P. Hogan & Co. Advertising

Knoxville Opera Company

Bead Master USA

**Editor, Content Manager – JTV.com, Jewelry Television October 2005 – January 2009**

*My work at JTV focused on two corporate initiatives: creating and managing content for the half-billion-dollar company's website and building two new educational business units through original content.*

* wrote all website and online marketing copy; developed editorial calendar, content roadmap, brand voice
* created SEO-optimized, entertaining, educational content including articles, slideshows, videos, and tutorials
* wrote E-commerce emails and newsletters generating an average of $2.7 million revenue each month
* managed website redesign and created content for the Learning Library, generating traffic and revenue trending at 1.2 million+ page views and $6 million the first year and increasing traffic 1,000%+ the first month
* educated customers and increased SEO/organic search by creating 60+ “101” microsites/verticals
* created and maintained a luxury business unit and website vertical for high-end buyers and collectors, built around my content and marketed by my newsletters
* created and maintained the DIY business unit by designing original projects and kits, managing the category online, and informing buyers’ strategy, resulting in revenue over 200% projected sales the first year
* collaborated with public relations to create Corporate Social Responsibility plan and website
* led company's first cross-promotion campaign to increase on-air customer E-mail address collection, resulting in a 52% increase in customer E-mail acquisition rate and 14,000+ new E-mail addresses in 30 days
* researched trends, site search, and on-air metrics to increase sales through cross-promotional opportunities between the website and the television network
* analyzed sales data and traffic metrics to monetize, manage, and grow educational web pages and microsites
* collaborated with Marketing, Legal, and independent scientists in ground-breaking research to uncover new industry techniques, resulting in new disclosure and documentation protocol

**Editorial Team – Scripps Networks/Home & Garden Television August 1998 – October 2005**

*My responsibilities at HGTV grew from basic editorial work writing articles to a more senior editorial role creating original content, managing the website’s largest category, and supervising team members.*

Editor, Original Content - HGTV.com and DIYnetwork.com June 2005 – October 2005

Associate Editor - HGTV.com and DIYnetwork.com August 2001 – October 2005

Assistant Editor and Category Editor - HGTV.com August 1998 – August 2001

* created content and managed web presence for HGTV’s #1 show (online and on air) and #1 online category, producing tens of millions of page views and ad impressions a month and 3 million+ unique visitors a year
* produced award-winning content, including original DIY projects, for over 20 shows
* created HGTV.com’s first vertical, building a new audience and revenue stream from repurposed content
* wrote features and marketing/merchandising copy for brand magazine, virtual store, Scripps Howard News Service, and third-party vendors
* created dozens of marketable online content packages for holidays, sweepstakes (including the $1 Million HGTV Dream Home Giveaway), and programming events
* developed innovative original content types, including our first live web cams and the site's first multimedia glossary, to decrease dependency on show content and support a shift toward inspirational programming, resulting in dramatic increases in all site metrics
* discovered new ways to use existing site functionality, allowing editors to create robust content while freeing design and development resources for higher-profile projects
* oversaw an editorial support team, the online team‘s largest annual budget, over 100 usage contracts, and dozens of freelance designers and writers (international and domestic)
* overcame budget limitations and supplemented resources through relationships with manufacturers, publishers, and other industry leaders, generating thousands of dollars’ worth of free content each year
* managed three website redesigns/site migrations and two content management system (CMS) implementations for over 30,000 content pieces

**Features & Supplements Editor, Copy Editor – *Metro Pulse* September 1996 – August 1998**

* wrote and edited articles, maintaining style of this alternative print weekly with over 92,000 readership
* created content for and managed entire publication of special issues and sponsored supplements, including the “Tying the Knot” wedding guide and the best of Knoxville issue
* collaborated with art director, photographers, designers, writers, and ad sales staff to produce weekly issues

Education

Bachelor of Arts in English with Honors - Carson-Newman College (now University), Jefferson City, Tennessee

Literature, Art, and Design Semester Abroad - Imperial College, London, England

Graduate Gemologist,\* AJP & Pearls Graduate - Gemological Institute of America (GIA), Carlsbad, California

Awards

WebAward Editor - Web Marketing Association Standard of Excellence, HGTV.com

WEBBY Awards Editor - People's Choice: HGTV.com and Editor - People’s Choice: DIYnetwork.com

ADDY Editor - "You Gotta Regatta" Supplement, *Metro Pulse*

ADDY, Silver Writer and Editor - "Connections" Newsletter, J.P. Hogan & Co.

ADDY, Bronze Writer and Editor - "Tying the Knot" Wedding Guide, *Metro Pulse*

ADDY, Bronze Writer and Editor - "*OK!* Opera Kids" Opera Camp Campaign, J.P. Hogan & Co.