

Jason Diekmann

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PROFESSIONAL SUMMARY

Digital Experience and Marketing Professional with a firm grasp of managing projects and cross-functional teams as well as collaborating with stakeholders to strategize and deliver successful outcomes. Firm understanding of project management tools such as Monday.com, Wrike and Trello, as well as some experience with Workfront. Flexible and detail-oriented, with excellent leadership and delegation skills, and a firm understanding of project life cycles. Strong understanding of design and marketing principles.

EXPERIENCE

Web Development, Marketing and Creative Services, *Self Employed* 10/2023 - current

- Provided consulting to several startups in the US and Canada, delivering actionable strategies for market entry and brand positioning. Crafted tailored marketing plans, leading to measurable improvements in client engagement and initial market penetration.
- Developed and launched responsive websites for small businesses and churches. Utilized a blend of modern web technologies and custom coding to meet diverse client needs, significantly improving their online presence and accessibility.
- Provided graphic design services for clients in multiple industries such as finance and wholesale distributors. Created logos, stationary, booklets and other designed items for both print and digital.

Channel Manager III (*Contractor with Edward Jones*), *SBS Creatix* 08/2023 - 12/2023

- Collaborated with internal and external teams serving as business owner for multiple web channels.
- Utilized Workfront to follow task lifecycles and gain understanding of upcoming work.
- Worked with stakeholders to oversee the assessment and implementation of strategic enhancements to websites and online tools.
- Identified opportunities to increase user engagement and implemented features that enriched the user experience and cultivated the prospect and client journeys.

Lead Digital Experience Specialist, *Joyce Meyer Ministries* 04/2022 - 08/2023

- Lead a team of web content and email specialists, to successfully run the business of the email channels.
- Designed and developed visually stunning web pages for special events and product launches, promoting the organization's brand.
- Worked with stakeholders to gather and understand requirements, assigned tasks to team members based on ability and current workload. Reported back to stakeholders on progress.
- Managed web content for a high-traffic website with 600,000+ monthly visitors, ensuring accuracy and user experience.
- Collaborated with internal and external teams to make new website features manageable for the content team.
- Monitored the website for errors and outdated content, providing timely solutions for quality assurance.
- Scheduled and conducted regular meetings with internal teams and vendors.

- Worked with the organization's legal team to ensure legal compliance for CAN-SPAM, CASL, CCPA, GDPR, POPIA and other laws surrounding email and web.
- Trained and mentored team members, delegating tasks based on skill level for quality and timely delivery.

Digital Experience Specialist, Joyce Meyer Ministries

11/2020 - 04/2022

- Orchestrated the development, deployment, and analysis of email campaigns using cutting-edge tools Acoustic Marketing Cloud and Litmus; optimized open rates by 25% and click-through rates by 30%.
- Designed visually compelling web pages for special events and product launches.
- Managed web content for a global audience with accuracy and consistency.
- Led cross-functional teams and external vendors to deliver superior quality outcomes.

Web Content Specialist, Joyce Meyer Ministries

04/2018 - 11/2020

- Successfully led enterprise video hosting migration from Brightcove to Vimeo's OTT platform with internal teams and vendors.
- Built visually appealing web pages to promote brand and message.
- Managed web content for international audience, ensuring consistency in messaging, branding, and search engine optimization.
- Developed and maintained strong relationships with cross-functional teams, staying updated on industry trends and emerging technologies to improve web design and content management processes and enhance user experience (UX).

Web Producer, Joyce Meyer Ministries

09/2015 - 04/2018

- Transferred to Creative Division after submitting a successful campaign idea that raised a record breaking \$1 Million in online donations in just four days.
- Ensured timely delivery of campaigns that stayed within strict branding guidelines.
- Successfully migrated web presence from custom PHP into a new Sitecore solution.
- Oversaw project production process, provided creative direction for web content and user experience.
- Led project teams and collaborated with team members to identify potential risks and develop timelines for completing all projects efficiently and effectively.
- Documented project progress, used analytics to improve user experience, and communicated success to stakeholders.

Call Center Team Lead, Joyce Meyer Ministries

10/2013 - 9/2015

- Provided support and guidance to Call Center Representatives, resulting in improved customer satisfaction and increased efficiency.
- Ensured all call center representatives were properly trained in PCI legal compliance.
- Trained Representatives in proper phone etiquette, data entry, and resources, leading to improved performance metrics and customer satisfaction.
- Staffed switchboard and monitored call volume, resulting in improved call handling times and reduced abandonment rates.

Web Development, Marketing and Creative Services, Self Employed

01/2010 - 4/2020

- Provided expert consultation to small businesses to develop and implement effective web development, marketing, and creative strategies.
- Designed and developed responsive websites tailored to clients' specific needs and goals, resulting in improved online presence and increased customer engagement.

- Produced high-quality web commercials and printed marketing materials that effectively communicated clients' brand messages and successfully promoted their products and services.

EDUCATION

AS in Digital Art, Media and Interactive Web Design

St. Petersburg College

SKILLS

Expertise: Project Management, Digital Marketing, Creativity, Communication, Problem-Solving, Collaboration, Training / Coaching, Teamwork, Leadership, Scheduling, Time Management, Adaptability, Attention to Detail, Customer Service, Legal Compliance, Requirement Gathering.

Technical Skills: JIRA, Wrike, Trello, Workfront, Canva, Sitecore, Vimeo Core, Vimeo OTT, Brightcove, Libsyn, Photoshop, Adobe Suite, Graphic Design, Video Production, HTML, CSS, Ad Writing, Email Marketing, Content Management Systems, Web Design, Search Engine Optimization, Video Editing, Social Media Marketing, Acoustic Marketing Cloud, Litmus, Data Analysis.