

Austin T. Jennings

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Education:

Central Michigan University

8/2014 – 5/2018

Majors: Marketing and Logistics Management

Personal Skills:

Website Management

Digital Production

Agile Project Management

Product Marketing

SEO Management

CGI Production

Email Marketing

UX Strategy

Schedule Development

Resource Management

Risk Identification

Analytical Problem Solving

Public Speaking and Presenting

Software Knowledge:

JIRA

SmartSheet

SEM Rush

Tableau (Data Visualization)

WordPress

Google Analytics

Basic HTML/CSS/Javascript Knowledge

Basic Adobe CC Knowledge

Professional Development:

Adcraft Detroit

Experience:

MRM – Data Manager, CGI

Birmingham, MI / Hybrid • 9/2023 – Present

- Manage vehicle CGI within the DRP and shopping tools and website maintenance for GM branded websites such as Chevy.com, GMC.com, Buick.com, and Cadillac.com.
- Present vehicle CGI to GM, site, product and accessory managers in pre-prod website environments, including currently for MY26 GMC Hummer and MY26 GMC Yukon.
- Develop project timelines in SmartSheet and Excel with clear instructions on all steps throughout the project to ensure major milestones and deadlines are met.
- Lead final live site MYR execution, including checks and validations of vehicle CGI imagery on DRP pages and promotion of vehicle imagery to various shopper tools.
- Collaborate with a variety of client partners at GM including site, product, marketing, and IT leads, as well as external agency partners such as 3DX, One 10, Chrome, JD Power, and DCI.
- Research vehicle order guide in preparation of CGI validation, ensuring that vehicle is showing accurately prior presentations and site launches.
- Support global vehicle launches, and work with regional international offices to ensure timely delivery and final execution of vehicle CGI to regional live sites.
- Conduct end of year analytic data review for the internal CGI team to track our team's productivity and scope of work throughout the year through.
- Construct automation's for schedule and ticket creation to eliminate repetitive tasks, establish consistent templates, and to improve timeliness.
- Troubleshoot and identify site issues with data and IT teams to mitigate risks prior to launch.

SGS & Co. – CGI Coordinator.

Birmingham, MI / Remote • 10/2020 – 9/2023

- Managed the CGI production of digital product imagery for global CPG brands including Kraft, Haleon, Mars Food, Dannon, Danone, Sabra and Kroger.
- Ensured the on-time delivery and execution of over 250 ongoing projects per month for CGI production, with a majority of the projects having 5-10 day agile sprints.
- Led daily scrum meetings with producers and other coordinators to determine project priorities and to prep resources that will need to be used throughout a project timeline.
- Cooperated with international team members in multiple offices to ensure a continual workflow for projects while delegating tasks to team members through multiple shifts.
- Determined bid times and complexities based on our SOP, that are relevant to determine our budget allocation and additional expenses for specialized work.
- Oversaw back-end web development projects that are integrated with our file storage system, ensuring on-time delivery and high-quality standards for our internal team.

MRM – Associate Project Manager

Birmingham, MI / Remote • 7/2019 – 4/2020

- Supervised and ensured the execution of all GM Card email projects from initial brief to digital production and final deployment.
- Main point of contact for remote teams including an international digital development team, GM data representatives, support vendors, and deployment agency.
- Shared post deployment KPI's with internal agency strategy teams and client representatives. Highlighting campaign successes and areas of improvement.
- Collaborated with other project managers, account team members and developers on omnichannel campaigns including website integration, print, digital advertising, and email.

Phenomenon (Formerly Marketing Supply Co.) – Email Marketing Specialist

Detroit, MI • 8/2018 - 7/2019

- Performed A/B Testing on website landing pages and emails, leading to improved conversation and CTR for our clients paid search, social, and email drip campaigns.
- Reviewed website and email analytics, then offered insights on KPI's to clients to provide guidance to drive sales and conversions.
- Researched client's website SEO performance and provided strategies on language and copy to be used, resulting in month over month visitor growth of over 20%..
- Executed email marketing campaigns such as acquisition drip campaigns, bi-weekly newsletters, transactional emails, and integrated website content emails.
- Set up integrations from a client's CMS to their ESP to create automatic publishes based on website user interactions.