

# E Jamar (they/them)

Social Media & Digital Content Expert

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Milwaukee, WI

## EXPERIENCE

### Social Media & Digital Content Operations Manager

Sept 2020 — Feb 2023, Chegg, Inc.

- Developed and implemented remote workflows and content strategy for social media team within 3 months as a contractor before being promoted to FTE
- Launched all social media platforms (Instagram, TikTok, YouTube, Twitter, Snapchat) for Chegg Life, an independent editorial site providing finance, career and mental health resources for Gen Z students and recent grads (parent company Chegg)
- Transitioned to Content Marketing team in December '22 to further implement content strategies across Chegg
- Packaged and published organic content across all social platforms; maintained content calendar & adjusted according to strategy
- Managed social community across all active platforms
- Lead social media reporting and listening to inform strategy
- Developed, edited and coordinated copy and art for all social platforms; creating assets as needed
- Acted as web editor for editorial publishing and CMS management including direct send newsletter

### Editor, Writer & Editorial Consultant

July 2017 — Nov 2020, Self-Employed

- 6 years of editing/copy editing experience of long-form pieces for flow, tone of voice and grammar
- Gained over 2.2 million page views in first year for single client
- Wrote and edited 1-2 articles daily for 3 consecutive years
- Sensitivity reading for individual clients, specifically for ableism, classism, transphobia and racism

### Social Media & Event Manager

Aug 2013 — Aug 2017, New Horizons Unlimited, Milwaukee, WI

- Created and implemented social media and newsletter strategy for local grassroots disability advocacy nonprofit
- Lead fundraising events from start to finish
- Grew social networks (Instagram, Twitter and Facebook) by 200%

## EXPERTISE

- Social Media Management
- Content Operations
- Social Media Strategy
- Content Writing
- Web Publishing
- Social Media Analytics
- Copywriting
- Editing

## TECHNICAL SKILLS

- Sprinklr\*
- LucidLink\*
- Contentful\*
- Canva\*
- Monday.com\*
- Cloudinary\*
- Wordpress\*
- Hootsuite\*
- CapCut
- Adobe Creative Suite
- Campaign Monitor
- Frame.io

\* = Advanced

## ABOUT E

Creative and highly motivated digital marketer. 10 years of experience. Seeking new opportunities in social media, editorial or content operations spaces. Problem solver to the highest degree. Data-obsessed. DEI expert. Pug parent.

[AntiAbleist.com](http://AntiAbleist.com)