



Renee Jardine

Broomfield, CO 80020 303-521-1881 jardine.renee@gmail.com
LinkedIn: [linkedin.com/in/renee-jardine-b549828](https://www.linkedin.com/in/renee-jardine-b549828)

Summary

Content strategist skilled in developing compelling stories and brands to drive engagement. Recently completed University of Denver's Digital Marketing Bootcamp to competitively position products and ideas across digital distribution channels. Thrives in a collaborative, purpose-driven work environment.

Skills

Platforms: Google Analytics, SEM Rush, WordPress (CRMs), social.

Programs: Microsoft Office, G Suite.

Languages: CSS, HTML.

Concepts: Web analytics and design, SEO, digital advertising.

Other: Business management, contract negotiation, budgeting; developmental editing, writing, and ghostwriting.

Projects

THE FEED ZONE COOKBOOK SERIES – Allen Lim, Ph.D. & Biju Thomas

<https://www.velopress.com/books/feed-zone-table/>

Summary: Over 300K copies sold, published in 7 languages. Products contributed to a platform of growth for Skratch Labs and Biju's Little Curry Shop.

Role: Acquiring editor, developmental editing and recipe writing.

THE BRAVE ATHLETE: HOW TO CALM THE F*CK DOWN & RISE TO THE OCCASION – Simon Marshall & Lesley Paterson

<https://www.velopress.com/books/the-brave-athlete/>

Summary: Interactive sports psychology content with a robust national media tour including podcasts and speaking engagements. Bestseller in audio and print editions.

Role: Acquiring editor, commissioned and art directed illustrations, development of interactive exercises.

BELIEVE TRAINING JOURNAL SERIES – Lauren Fleshman & Roisin McGettigan-Dumas

<https://www.velopress.com/books/believe-training-journal/>

Summary: Reinvented a self-published title as a premium product to inspire personal transformation. Over 100K copies sold in all editions.

Role: Acquiring editor, commissioned and art directed illustrations, development of interactive exercises, sourcing of print materials.

Experience

DIGITAL CONTENT STRATEGIST, PURPLE PATCH FITNESS, SAN FRANCISCO, CA – 08/2020-11/2020

Produced site content and email campaigns to drive registration for Performance Reset 2020, a 3-day live online event. Collaborated with presenters and vendors to build engaging decks and shape presentations for each distinct brand and message.

PUBLISHER + ACQUISITIONS EDITOR, VELOPRESS, BOULDER, CO – 03/2018-03/2020

Led \$3M business unit through ownership changes and restructuring. Responsible for budgeting and reporting, inventory management, sales and distribution, royalty administration, and client relationships. Managed content creation and design for 12-15 new titles per year, ebooks, and publication list of 140+ titles.

ACQUISITIONS EDITOR + ASSOCIATE PUBLISHER, VELOPRESS, BOULDER, CO – 04/2009-02/2018

Recruited new authors and developed best-selling content on triathlon, cycling, running for print and digital products—training, narratives, cookbooks, journals. Deployed new database for royalties to diversify and grow subsidiary rights revenue.

Education

Certificate in Digital Marketing: University of Denver, Denver, CO

An intensive 18-week long bootcamp dedicated to marketing strategy, campaign development, digital advertising, and site analytics/reporting. Skills learned consist of HTML/CSS, JavaScript, Google Analytics, Facebook Insights, CRMs, MailChimp.

Certificate in Professional Publishing: Stanford University, Stanford, CA

An intensive 7-day course for book and magazine publishing professionals reinventing media for a digital world.

Master of Arts in Comparative Literature: University of Queensland, Brisbane, Queensland, Australia

Bachelor of Arts in English, Bachelor of Arts in Philosophy: William Jewell College, Liberty, MO