

# MARK

# JENSSEN

 1100 2ND PL SE  
WASHINGTON, DC 20003

 516.242.2866

 MARKJENSSEN  
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## EDUCATION

**Massachusetts  
Institute of  
Technology** 2013  
**MASTER OF SCIENCE**  
Political Science

**THESIS**  
Broadcast News and Abortion: The  
Effects of Conservative Narratives  
on the Reproductive Health Debate

**Boston University** 2009  
**COLLEGE OF COMMUNICATIONS**  
*Summa Cum Laude*  
**MAJOR** Film & Television  
**MINOR** Women's Studies

## SKILLS

**OFFICE COMPUTING**  
*Software:* Microsoft Office Suite,  
Adobe Creative Suite, Voter  
Activation Network, Phone2Ac-  
tion, Mobile Commons, Google  
Analytics

*CMSS:* Wordpress, Drupal

*CRMs:* Salesforce, Blackbaud,  
Salsa, Tessitura, Raiser's Edge,  
Pardot, ActionKit, Every Action,  
ActBlue, Meltwater

**FILM EDITING**  
Final Cut,  
Avid Media Composer

**WEB DESIGN**  
Graphics, HTML, CSS

## PROFILE

Years of practical experience in digital marketing, fundraising, advocacy, advertising, communications strategy, media training, speechwriting, polling, and statistical analysis. Research background with a focus on the role of media messaging in shaping public opinion and behavior. Resourceful and effective manager with strong communication skills known for delivering results quickly. Industry knowledge of film and television production enhances understanding of persuasive strategies and appraisal of campaign impacts.

## EXPERIENCE

**FREELANCE SPEECHWRITING/CONSULTING** (Washington, DC) 2015 – PRESENT

- Write speeches for clients across multiple sectors; consult on digital email strategies and write copy for a variety of non-profits, increasing revenue and advocacy returns.

**NARAL PRO-CHOICE AMERICA** (Washington, DC)

**DEPUTY DIGITAL DIRECTOR**

JUNE 2019 – SEPT 2021

- Managed people across the email, web, social media, text, and design teams to develop and implement digital campaigns, including email advocacy, advertising, social media, fundraising, video, and other online communications.
- Managed department budget; regularly exceeded revenue goals, and grew the active email list by 200k and our text list by 20k in under a year.
- Launched and promoted *The Lie That Binds* book and podcast, becoming a #1 Bestseller on Amazon in Social Policy.
- Created & managed partnerships with outside organizations to further NARAL's mission.

**SENIOR DIGITAL STRATEGIST**

MARCH 2019 – JUNE 2019

- Developed and executed a variety of cross-channel digital engagement and fundraising campaigns in order to effectively activate members in service of NARAL's mission.
- Drafted compelling content for paid and organic media, advertising, social media, email and SMS campaigns that successfully mobilized grassroots members into action, advanced NARAL's electoral goals, and inspired donors to give.

**M+R STRATEGIC SERVICES** (Washington, DC)

**SENIOR ASSOCIATE**

MARCH 2016 – NOV 2017

- As client manager, devised and implemented online fundraising, advocacy, advertising, and list growth campaigns for a wide range of non-profit clients, coordinating with social and earned media teams, as well as on-the-ground organizers for multi-channel efforts.
- Drafted engaging email, online, social media, and advertising copy that consistently maximized response rates and revenue returns.
- Analyzed performance of clients' online programs, implementing strategies and testing plans that improved email deliverability, email performance, and website conversion.

**ANN INC.** (New York, NY)

**MARKETING COORDINATOR, LOU & GREY/LOFT**

OCT 2014 – JUNE 2015

- As the brand marketer for Lou & Grey, created advertising campaigns across social media, email, digital, in-store, and out-of-home platforms in coordination with earned media efforts to raise brand awareness and support the launch of seven Lou & Grey stores.
- Through data analytics, demonstrated the success of marketing efforts in raising store traffic, sales, and profit margins; oversaw international marketing initiatives for LOFT.

**DEMOCRATIC CONGRESSIONAL CAMPAIGN COMMITTEE** (Salem, MA)

**REGIONAL FIELD DIRECTOR, MA-06**

JUNE 2014 – AUG 2014

- Ran the voter outreach and volunteer recruitment efforts of Congressman Tierney's campaign for a third of the district; planned & executed strategy sessions, phone banks, canvasses, and other campaign events.

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## EXPERIENCE

### SCOTT STERNBERG PRODUCTIONS (Los Angeles, CA)

#### ASSISTANT ACCOUNTANT

APRIL 2012 – JULY 2012

- Handled payroll responsibilities, vendor billing, data entry, and filing.

### GRASSROOTS CAMPAIGNS, INC. (Pasadena, CA)

#### CAMPAIGN DIRECTOR

FEB 2012 – APRIL 2012

- In less than 10 days, launched the Philadelphia office of a voter outreach campaign in support of EPA regulations; crafted campaign message, and hired & managed a staff of 40 crewmembers.

#### ASSISTANT DIRECTOR

JULY 2011 – DEC 2011

- Designed messaging and launched an education & outreach campaign for Creative America, finishing under budget and ahead of schedule.
- Managed daily operations for a team of 20 crewmembers, oversaw recruitment & staff development at two field offices, and created a new training program for probationary hires that increased staffing rates.

### FREELANCE PRODUCTION ASSISTANT (Los Angeles, CA)

JULY 2009 – JULY 2011

- Assisted on a variety of television and film projects in production and performed general administrative duties.