

# Jennifer Rensenbrink

Portfolio: [jenniferrensenbrink.com](http://jenniferrensenbrink.com) / LinkedIn: [linkedin.com/in/jenniferrensenbrink](https://www.linkedin.com/in/jenniferrensenbrink)

## WORK EXPERIENCE

### Director of Website and Creative Services / Minnesota Orchestra

March 2010-present

## OPERATIONS / WORKFLOW

- Manage three full-time people: two graphic designers plus one videographer/photographer; frequently hire freelance graphic and web designers.
- Manage workflow for all print and digital advertising, direct and email marketing, videography, print and digital signage, website projects large and small, projected still and video graphics before and during live performances, plus other miscellaneous design-related needs.

## RECENT PAST

- Managed all aspects of social media from day-to-day management to overall strategy, October 2013-August 2017; successfully lobbied for a full-time social media position this year. Now serving in an advisory and strategic capacity.

## DIGITAL STRATEGY

- A leader within the organization for our ongoing digital transformation: we're looking at everything from how we handle email marketing, to optimizing our website for conversions and mobile users, to finding ways to use digital tools such as Basecamp and ProofHQ to increase our efficiency. I have been a key facilitator in all of these initiatives.

## CONTENT STRATEGY

- Work with a variety of internal and external stakeholders to discover great content and unify the Minnesota Orchestra's brand voice.
- Conceived and launched [minnesotaorchestra.org/showcase](http://minnesotaorchestra.org/showcase), a home for great stories about the organization which attracts hundreds of high-quality visitors to the website each week.
- Leading a team planning the move to a content-based email marketing strategy.

## DESIGN AND ART DIRECTION

- Have redesigned [minnesotaorchestra.org](http://minnesotaorchestra.org) twice; moved to a responsive template in 2014.  
Process included:
  - Information Architecture
  - Designed and coded template using responsive HTML5/CSS
  - Deployed all content, recoding as needed
  - Extensive training: many departments now make their own text updates on the website
- Lead projects to improve user experience on all digital channels, e.g. information architecture,

taxonomy and labeling. Currently working on fully mobile-optimizing the shopping cart experience.

- Direct overall design of marketing and transactional email templates.
- Supervise staff videographer/photographer, direct and assist with shoots.

#### **WORK EXPERIENCE**

##### **Web Designer / Star Tribune / June 2000-March 2010**

- Most fun project: designed animated gifs of a snowman experiencing different types of weather for StarTribune.com's homepage.
- Designed and maintained transactional mini-sites such as Subscription Services, Digital Media Kit.
- Developed ShopMN brand and created original feature content—text and images—on a weekly basis.
- Developed Vita.mn brand as part of a team of young employees.  
(Vita.mn recently went dark when the Star Tribune acquired City Pages.)

#### **VOLUNTEER ACTIVITIES**

##### **Master Gardener, Hennepin County / January 2010-present**

- Teach a Spanish-language class to new gardeners at Sabathani Community Garden
- Writer and photographer of a gardening, food and sustainability blog:  
[newhomeeconomics.wordpress.com](http://newhomeeconomics.wordpress.com)

#### **EDUCATION**

- BA, Augsburg College / May 2000 / Mass Communications and Studio Art

#### **TECHNICAL SKILLS**

- Fluent in HTML5 and CSS/SCSS; open source content management systems such as WordPress and Joomla; Adobe Creative Suite; photography. Comfortable modifying javascript, ASP, and PHP.

#### **REFERENCES**

- Available upon request

