

Jennifer Rensenbrink

I live in and love Minneapolis, Minnesota

EXPERIENCE

Director of Website and Creative Services Minnesota Orchestra

March 2010 - present

- Redesigned minnesotaorchestra.org twice
- Implemented new content management system and deployed all content
- Design marketing and transactional email templates
- Build and send weekly newsletters, monthly concert listings, and standalone emails
- Manage a small graphic design and videography team; have managed a web developer
- Triage, prioritize, and assign email, social, and website tasks
- Project manager for website requests that involve custom design or development
- Content strategy, including developing a new blog: minnesotaorchestra.org/showcase
- Led all social media efforts 2013-2017

Web Designer Star Tribune

June 2000 - March 2010

- Designed and maintained transactional mini sites such as Subscription Services, Media Kit
- Lead designer for classified advertising portals
- Designed websites for classified advertising clients such as car dealerships and realtors
- Created animated banner ads

VOLUNTEER ACTIVITIES

Hennepin County Master Gardener

January 2010 - present

- Manage a community garden as part of a cross-cultural team
- Answer gardening questions at farmers markets



Snow makes me smile.

Get in touch!

Portfolio: jenniferrensenbrink.com

Email: jrensenbrink78@gmail.com

LinkedIn:
linkedin.com/in/jenniferrensenbrink

Twitter: [@gradientgirl](https://twitter.com/gradientgirl)

Skills

HTML/CSS • content strategy
Managing designers and developers
Email marketing • Training
Information architecture • Wireframes
Content management systems (CMS)

Education

BA, Augsburg College, May 2000
Double Major Mass Communications
and Studio Art

I <3 Gardening

Writer and photographer of a gardening blog:
newhomeeconomics.wordpress.com

