

Jennifer Rensenbrink

I live in and love Minneapolis, Minnesota

EXPERIENCE

Director of Website Services Minnesota Orchestra

March 2010 - present

- Redesigned minnesotaorchestra.org twice
- Implemented new content management system
- Design marketing and transactional email templates
- Enable new marketing automation and personalization tactics
- Build and send weekly newsletters, monthly concert listings, and standalone emails
- Have managed graphic designers, videographers, and a web developer
- Prioritize and assign email and website tasks
- Project manager for website requests that involve custom design or development
- Developed a new blog to unify content from across the organization
- 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

Master Gardener Hennepin County

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
Email marketing & automation
Information architecture • Wireframes
Content management systems (CMS)
Training • Management

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