Jennifer Meara

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Technologies

Languages

Python, JavaScript (AJAX, JSON), HTML, CSS, SQL

Frameworks & Libraries

Flask, jQuery, Bootstrap, Jinja, React

Database/Industry Tools

PostgreSQL, Git, GitHub, Command Line

Tools/Software

Aprimo, Basecamp, Dynamic Signal, Microsoft Project, Percolate

Projects

JobTracker

Built a full stack web app that helps users track job applications and professional contacts during the job search.

Tech stack

Python, Flask, React, HTML, CSS, SQLAlchemy, PostgresQL

Github

github.com/mearajennifer/jobtracker

Education

Hackbright Academy

Software Engineering Program

Accelerated, 12-week software engineering program for women

The Ohio State University

Bachelor of Arts, Video/Media Arts

Cum Laude with Honors in the Liberal Arts

Professional Experience

Senior Social Media Project Manager

Kaiser Permanente, Oakland, CA   *2014-2017*

- Managed schedules and content reviews for agency-produced social graphics, links, short-form videos on Facebook, Twitter, Instagram, LinkedIn, Pinterest, YouTube and blogs.
- Trained users and customized workspaces for national, regional and local communications teams on social media content management systems.
- Increased Facebook followers by 30%, Facebook engagement by 380%, web traffic to properties by 318%, Twitter followers by 14%.
- Launched social media component for national employee brand advocacy program with employee portal. Began with 50 beta users and grew to more than 700 in first year.

Member Marketing Project Manager II

Kaiser Permanente, Oakland, CA   *2010-2014*

- Promoted twice in span of 2 years from Project Coordinator to PM I then PM II as a result of leadership of Open Enrollment marketing and communications program, responsible for 80% of national sales.
- Managed timelines, communication channels, and issue escalation for print and digital content creation with cross-functional teams, including digital strategy, legal, SEO, advertising and senior leadership.
- Increased campaign efficiency by 2 months with new planning tool, and led team of project managers as single point-of-contact for escalation and communication with senior management.
- Launched bilingual national health care reform microsite. Managed CEO-initiated specialty care website projects. Managed creative development and review cycle of main acquisition website content (kp.org/thrive).
- Led crisis communications and issues management in response to urgent situations, i.e. union strikes, natural disasters, and service interruptions.

Studio Coordinator

designRoom Creative, Cleveland, OH   *2007-2010*

- Scheduled, produced and delivered all work completed by creative team.
- Prepared creative scopes and job estimates for clients' marketing projects.
- Provided customer service and managed vendor relationships.
- Scheduled and assisted in printing and proofing of client artwork.