



JENNA KAHN

CONTENT MANAGER AND STRATEGIST

CAPABILITIES

- Social Media Management
- Copywriting, Creative Writing, Content Writing, Blogging, SEO
- Commercial, Lifestyle & Stills Photographer, Videographer and Producer
- Content Creation and Content Marketing
- Brand Marketing
- Content Strategy
- Adobe Creative Suite: Lightroom, Photoshop, Premiere Pro, InDesign
- Facebook Business, Google Adwords, and Google Analytics
- Email Marketing
- Client Relations
- Website Design

EDUCATION

INTERPERSONAL COMMUNICATION
Michigan State University, 3.9
Graduated with high honors
2012 - 2016

CONTACT

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WORK EXPERIENCE

SOCIAL MEDIA MANAGER

WILDSAM
2022 - PRESENT

- Create ongoing content calendars that help nurture brand aesthetic and voice.
- Content creation through photography, copywriting and graphic design for use across digital and editorial platforms.
- Execute paid social campaigns, community management, reporting, brand collaborations and ongoing channel strategy.
- Scout, hire and work with photographers and writers for online editorial pieces.

SOCIAL MEDIA MANAGER

FIX A FIRE
2021 - PRESENT

- Create monthly content calendars to align with client marketing initiatives.
- Execute quarterly photoshoots; scout locations, hire models, and produce final assets for use across digital campaigns.
- Current clients include Blood x Sweat x Tears Vodka and Mckenzie Mena Law.

CONTENT CREATOR

RESTORE HYPER WELLNESS
2019 - 2022

- Copywriter for email, social, and digital campaigns.
- Lead and manage content strategy, ensuring all 90+ franchise locations are equipped with branded content.
- In-house photographer and videographer producing high-converting content for marketing initiatives and digital campaigns.
- Manage and curate Hyper Well blog, podcast, testimonials, and documentary series.

WORK EXPERIENCE CONTINUED

FREELANCE CONTENT PRODUCER

JENNA KAHN MEDIA
2016 – PRESENT

- Copywriting, email marketing, photography, social media management, and videography for clients in the outdoor, fashion, wellness, and hospitality industries.
- Recent clients: Magnolia Network, YETI, ROAM Media, Arrive Hotels, Outdoorsy, Alexa Hospitality, Joel Kahn Health Doc and Shoott.
- Featured in Eater Austin, Culture Map Austin, and Austin 360.

SOCIAL MEDIA MANAGER

CULTIVATE PUBLIC RELATIONS
2019

- Produce original content through photography, copywriting, and graphic design for hospitality clients.
- Manage team of 2 of direct reports.
- Successfully spearhead campaigns on social media platforms including Facebook, Instagram, and Twitter.
- Lead community management, analytics, and engagement efforts.

PHOTOGRAPHER

HIPCAMP
2019 – 2021

- Work with Hipcamp Hosts to schedule and photograph listings.
- Photograph structure interiors and exteriors, as well as raw camping sites and outdoor landscapes.
- Style and merchandise outdoor photoshoots with tents, gear, lighting, etc.
- Reprocess raw files to meet Hipcamp's specific photography guidelines.
- Manage regular email communication from Hipcamp's photography team.

STAFF WRITER

SUMMIT SPORTS COMPANIES
2017 – 2018

- Create copy, photography and videography for Skis.com, Snowboards.com and Campgear.com.

EDITORIAL INTERN

FREE PEOPLE
2016

- Create content for the blog and emails (written and photography) for FreePeople.com.
- Photography was featured in brand email campaigns to over 1 million subscribers.