

Jenn Ramsey

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Community evangelist and social media enthusiast with proven success in community building and leading, content coordination and creation, product development and maintenance.

Ideal conduit and/or catalyst between any team, from creative to technical, casual to professional; able to complete or translate a wide variety of topics.

A writer, editor, photographer, designer, webmaster, content manager, retailer, and teacher who can rally or tame, instigate or extinguish, start or finish, or teach any of the above.

PROFESSIONAL EXPERIENCE

Information Architect/Communications Manager/Quality Assurance/Staff Trainer/Editor

AVN Media Network

June 2007 – Present

- Plans and creates all email-based communications for both consumer and industry sectors.
- Utilizes Google Analytics and Webmaster Tools to examine user patterns and advise editorial and marketing departments on how to target their content to better serve visitor needs, increase web user satisfaction, and traffic rankings.
- Designs architecture of and supports content management system feeding the largest industry information website in the adult sector with more than 500,000 unique pages of content.
- Advises department and corporate staff on how to apply emerging social media technologies to current and future business models in order to streamline information flow, increase both visitor quantity and quality.
- Scopes web projects while upholding high usability standards; develops, tests, and optimizes products based on feedback from end users and executives.
- Represents corporation at consumer and industry trade shows and other industry and consumer events.
- Wrote CMS manual and trained 100 users of varying skill levels; continues support of all CMS users and acts as liaison to programmers when issues arise.
- Hired as Senior Editor of *AVN Novelty Business* magazine to build educational resource section on AVN.com for retailers and distributors. Wrote how-to articles and covered industry events; reviewed products and services.

Community Manager/Store Manager/Webmaster

FreddyandEddy.com Couples Resource Website

2005 – 2007

- Helped transition hobby-level start-up into a prominent online sexuality information resource and community for couples.
- Organized opening of and ran operations for e-commerce-fed brick-and-mortar store. Created lending library and hosted events to turn the store's online following into a cohesive physical community.
- Spearheaded creation of and set tone for online forums; led team of moderators to encourage community growth and diplomatically deal with often delicate or explosive issues.
- Generated site content (how-to articles and reviews as well as email newsletters) and solicited and edited content from interested online community members and respected professionals.
- Taught classes and worked as a personal coach in the store, at local outlets (such as the Learning Annex) and during events.
- Helped plan the first *LOVE LA*, a unique couples-oriented event showcasing high-quality products, services, retailers, educators, and manufacturers from the sexual realm in a classy, welcoming environment.

RELATED EXPERIENCE

Community Moderator	<i>10 personal/event-related email-based user groups</i>	2001-Present
Community Leader/Member	<i>100+ personal or event-related online groups</i>	1995-Present
Online Community Coordinator/Tech Support	<i>I-Bridge-International.com</i>	2003
Community Founder/Virtual Housemate	<i>CitizenX.com / TheRealHouse.com</i>	2001 – 2002

Bachelor of Fine Arts :: Print Journalism/Photography :: Southwest Texas State University