

Jess Lonett

Enthusiastic professional who loves to create and implement systems and processes that make life easier for everyone.

contact

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education

BBA, Marketing
BS, Media Arts & Design
James Madison University
2010

skills

Airtable
Smartsheet
Trello
ZenDesk

accomplishments

- Developed a system and process utilizing Airtable to scale our podcast network which supported an increase in revenue by 35% over 2 years.
- Educated podcast hosts on client expectations and industry best practices to ensure the delivery of high quality ad reads to enhance client results and establish opportunities for growth.
- Built relationships across the company to support interdepartmental goals by utilizing unsold podcast inventory to promote marketing initiatives.

experience

Rooster Teeth

Sr. Account Manager | March 2020- Present

- Find solutions for conflicting goals across multiple departments to prioritize revenue generation
- Ensure billing data is accurate for invoicing and financial projections
- Consolidated resources for podcast business into one centralized location to minimize errors

Account Manager | March 2019 - March 2020

- Manage \$18M in yearly podcast ad revenue
- Execute custom campaigns for clients with internal and external content creators
- Initiated and lead bi-weekly interdepartmental meetings to increase sales opportunities
- On-board new advertising clients and podcast partners

Account Coordinator | May 2017 - March 2019

- Manage sponsorship calendars for 70+ podcasts and 130+ brands
- Create and maintain processes to maximize efficiency for the sales team
- Resolve client issues in a timely and proactive manner

Digital Marketer

Social Media Manager | February 2016 - November 2016

- Monitored social channels and resolved customer issues
- Cultivated relationships with industry influencers
- Distributed new content through all social channels
- Automated evergreen content distribution
- Developed concepts for visual content assets for social platforms

Customer Care Representative | March 2015 - February 2016

- Educated customers on products and courses
- Found resolutions for technical problems
- Discovered trends in customer behavior and suggested product changes
- Processed orders, refunds, and managed payment plans

ModCloth

Care Training Apprentice | June 2014 - February 2015

- Educated new hires on software, policies, and procedures through classroom demonstrations
- Edited training materials to reflect current policies and procedures
- Created and led refresher courses for continued advocate development

Customer Care Advocate | June 2013 - June 2014

- Provided creative resolutions to any customer inquiries by phone, email, and chat
- Exceeded weekly interaction and satisfaction rating requirements