

Reimagining Online Experience to Foster Member Connectivity Raised Program Awareness, Drove 28% Click Increase

As Director of Engagement and Marketing, crafted strategy, wrote copy, led re-design, built supportive operations, and managed heavy weekly production across digital/offline executions. I'm exploring full-time opportunities in Cleveland and remotely because my two-year grant-funded position is ending soon.

FROM



Online touches (*Temple Times* weekly newsletter, bulletin, site, Facebook, YouTube) not anchored in strategy = untapped advantage in declining “category”

Brand positioning undifferentiated = category’s dynamics exacerbated

Content not linked to narratives and not prioritized = potential storytelling, helping target process information underused

Inconsistent design across touchpoints = missed opportunities for visual cues, support brand identity

Long text blocks = user experience challenging, particularly on mobile

New graphics regularly created = production traffic jams

Links to off-nav pages = seamless experience missed



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TO

New tag line (“always welcome”) fostered relevant differentiation and expansion via “always learning” etc.

Moved from weekly to daily

Subject line of *TT* previewed new way to engage members with relevant content

Customer-centric redesign of *TT* – 95% of newly scannable content drives traffic to site, consistent look and feel, new messaging hierarchy – transformed it into *the source*

Newsletter’s new tile systems improved UX, reinforced consistency, improved production efficiencies, created opportunities to easily extend messaging to home page, interior pages, and Facebook

Brand voice used humor to cut through category sameness

New strategically-grounded content calendar supported both 30,000’ storytelling and program messaging

Site redesign (consistent look and feel, no off-navigation URLs, top programs given dedicated pages, content topics clustered) created powerful and scalable destination from online and offline touches