

JENNY ARENA

CONTENT & DIGITAL STRATEGIST

 571.814.8713

 hi@jennyarena.com

 jennyarena.com

ABOUT ME

I'm a content designer and digital strategist with 10+ years of experience and a passion for finding clarity in chaos—transforming ideas, insights, and business goals into compelling and scalable solutions.

No fluff.

Just great content.

EDUCATION

MS || Museum Studies
George Washington
University, 2011

BS || Journalism, Art History
University of Florida, 2005

EXPERIENCE

Director of Content Strategy

Savannah College of Art and Design || Savannah, GA || 2021–Present

Lead content strategy for SCAD's growing digital portfolio, overseeing the planning, creation, and governance of content across websites, apps, marketing campaigns, and digital platforms.

- **Leadership:** Lead and mentor a team of content strategists; set team priorities and goals; oversee training and documentation to support scalable, consistent execution.
- **Product Development:** Lead content strategy for new digital initiatives; partner with marketing, design, engineering, and leadership to align content priorities with institutional goals and set deadlines.
- **Policymaking:** Develop and maintain university strategies for online content, SEO/GEO, accessibility, and analytics; translate requirements into standards and workflows.
- **Governance:** Own content governance for 25+ websites and apps, landing pages, drip campaigns, digital displays, and internal platforms.
- **Knowledge Architecture:** Design scalable information architecture, taxonomy, and standards to improve content clarity and findability.
- **AI Enablement:** Leverage AI tools to streamline content operations, accelerating timelines while improving quality and cross-team alignment.
- **Digital Marketing:** Lead landing page and conversion strategy; guide channel strategy with an external agency; and own CRM attribution.
- **Data Systems/Reporting:** Maintain data systems and reporting; deliver executive-level insights to drive data-informed decision-making.
- **Impact:** Doubled the size of my team, created a Webby Award-winning prospect portal, reimagined the university intranet, and successfully advocated for a multi-million-dollar increase in digital marketing.

Web Content Strategist

Savannah College of Art and Design || Savannah, GA || 2018–2021

Maintained and evolved content across SCAD's digital products and collaborated in the development of new tools and campaigns.

JENNY ARENA

SKILLS

- Content Strategy
- AI-Enabled Operations
- Knowledge Architecture & Governance
- Program & Project Management
- UX Writing & Editing
- SEO & GEO
- User Research & Testing
- Analytics & Reporting
- WCAG Accessibility
- Omnichannel Marketing
- CMS Architecture & Administration
- Coaching & Mentorship

PORTFOLIO

jennyarena.com/work
password: letswrite

References upon request.

EXPERIENCE CONT.

- **Content Strategy:** Ensured accuracy and consistency across digital platforms; advised on information architecture, user experience, and SEO; and conducted regular audits and content inventories.
- **Analytics:** Built the department's data tracking, retention, and reporting program and established a regular cadence of reporting.
- **UX Copywriting:** Developed copy for digital projects following UX best practices and brand voice.
- **User Research:** Conducted regular user testing including focus groups, tree tests, card sorting, A/B tests, and prototype tests.
- **Content Operations & Systems:** Designed reusable templates, content models, and documentation that improved consistency, scalability, and publishing efficiency.
- **Impact:** Spearheaded the refresh of 120+ degree pages, established user guides, streamlined workflows, and conducted comprehensive navigation testing.

Digital Content Manager

Smithsonian's National Air and Space Museum || Washington, DC || 2014-2018

Responsible for managing the Museum's websites, blog, mobile apps, content strategy, and in-gallery interactives.

- **Website Management:** Maintained multiple websites; trained staff on digital literacy; and worked with technical advisors to make user improvements.
- **Content Strategy:** Maintained a content strategy that guided the Museum's voice and tone, outlined audiences, set style, and established governance.
- **Editorial:** Worked with content experts to produce content for the Museum's websites, app, interactives, and blog, often translating complex ideas for a general audience with a focus on narrative clarity.
- **User Testing and Analytics:** Oversaw analytics and testing; created reports for leadership; and utilized Google tools, remote user testing, and heat mapping.
- **Project Management:** Worked with stakeholders to create shared values and user goals; coordinated developers, experts, and contractors to deliver engaging digital products; and owned program budgets and contracts.
- **Impact:** Oversaw the successful migration of the Museum's main website to Drupal, developing taxonomies and user roles; worked on the Museum's first app and interactive wall; spearheaded the Museum's first content strategy; assisted in the development of an award-winning online exhibition; developed

JENNY ARENA

DEVELOPMENT

- Strategic Thinking and Change Management, SCAD, 2025
- Communication Strategies for Leaders, SCAD, 2025
- Leading Well, SCAD, 2025
- Effective 1:1s, SCAD 2024
- Google Analytics Individual Qualification, 2020
- UX Training, Nielsen Norman Group, 2017
- Government Contracting, OPM, 2016
- Site Building with Drupal, Fig Leaf Software, 2016

INTERNSHIPS

Curatorial Intern
National Museum of
American History, 2011

Curatorial Intern
Smithsonian Traveling
Exhibition Service, 2010

EXPERIENCE CONT.

a scalable editorial calendar and increased content production by 400%; and guided content for the Smithsonian's first Kickstarter campaign.

Director of External Affairs and Collections Care Programs

Heritage Preservation || Washington, DC || 2011-2014

Oversaw communications and major grant-funded programs for this nonprofit.

- **Website Management:** Maintained three websites and all social media platforms; owned the Connecting to Collections Online Community—an online forum and resource center with more than 5,600 members, an active discussion board, and monthly webinars; and scheduled webinar speakers, drafted scripts, and moderated webinars.
- **Digital Content:** Developed content for websites, social media, emails, blogs, webinars, press releases, collections care resources, brochures, and marketing campaigns; translated complex museum conservation recommendations to a lay audience, and served as the institutional editor.
- **Granting Writing/Management:** Wrote and managed several successful grants with IMLS, NEH, and NEA.

Student Liaison

George Washington University Libraries Washington, DC || 2009-2011

Managed the library's outreach activities to students online, through digital campaigns, and regular content production.

Director of Development

Hippodrome Theatre || Gainesville, FL || 2008-2009

Oversaw advancement and membership programs for the theater, cinema, art gallery, and educational programs.

Exhibition Developer and Graphic Production Specialist

Hands On!, Inc. || St. Petersburg, FL || 2006-2008

Worked on the development of exhibitions and educational materials for this nonprofit design firm and oversaw the production of museum graphics.