

Jeanette Lockmiller Stretch

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SUMMARY

I help businesses build a reputable + relatable brand by creating entertaining, easy-to-read content, white hat SEO strategies, automation, targeted ad campaigns, eye-catching design, and consistency. Full content strategy & tactical social media planning. Design and create branded Instagram feeds. Ghostwriter for professional athletes in the NFL (Von Miller, Julian Edelman, the Gronk) and many others. Previous career 16+ years in large enterprise software sales.

SKILLS

- PPC | Paid Ads (Meta)
- Wordpress Design
- Photography
- Email Marketing & Sales Funnels
- Adobe Lightroom
- Canva
- Team collaboration
- SEO Optimization
- Digital Marketing
- Graphic Design
- Social Media Management
- Scheduling Software (Hootsuite, Hubspot)
- Video Editing
- Content Creation
- Content Marketing
- Filming
- Google Analytics
- Copywriting
- Branding
- User Experience (UX)

EXPERIENCE

Content Creator (Published) | SEO | Social Media Strategy | Content Optimization |
Photographer, Linen & Elm Creative Services, February 2012-Current
Cincinnati, OH

- Company Overview: Digital marketing expert with intense focus on cross selling and upselling. Designer, publisher, Wordpress expert, eCommerce expertise and email automation. Full portfolio: <https://www.linenandelm.com/creative-services/>
- Creative + Visual Design: Advanced skills in photography, home styling photography, graphic design and layout. Integrate typographic, photographic, illustrative, graphic elements as well as videography.
- Social Media: Develop social media voice and curate content to match that voice. Comfortable on variety of social channels including Facebook, Twitter, Instagram, and LinkedIn. Custom branded Instagram feeds. Have a personal social media following of over 75K across all channels.
- Live Events: Provide the brand voice during live tweeting during events. Example: Future Con Software Security events setting up the Bizzabo app remotely. Full event setup in the app, live updates throughout the event to keep sessions full.

- Email Marketing & Workflows: 70% welcome series open rates with 30-40% open rates for regular weekly campaigns. A/B test subject lines. Automation & workflows integrate eCommerce. Experience with MailerLite, Mailchimp, ConvertKit. Light training on Pardot.
- ECommerce Campaigns: reducing clicks to improve sales. I integrate eCommerce into every aspect of the user experience, building quality landing pages along the way. A/B test each workflow and study analytics for ROI. Intuit the customer needs and answer those potential questions throughout the workflow to improve conversion rates.
- SEO: Strong on-page SEO capabilities and integrating SEO into full site design. Full understanding of search engine optimization. Able to write keyword-rich content and design content based on principles of SEO.
- Content Writing: I'm a freelance blog author for Better Homes & Gardens and my written work has been featured on the Today Show's blog, Rachael Ray and other online sources. I specialize in content that converts for websites, social media, and email marketing campaigns. Able to write blog posts, marketing copy, and other forms of content for the web and social media. Increase website and social media traffic by targeting specific keywords related to content.
- Digital marketing expert with intense focus on cross selling and upselling. Designer, publisher, Wordpress expert, eCommerce expertise and email automation. Full portfolio: <https://www.linenandelm.com/creative-services/>

Video Content Creator, Social Media Manager, SoundHound Inc., October 2022-January 2023
Santa Clara, CA

- Company Overview: Developed the company's first strategic social media marketing roadmap and publishing calendars to incorporate key messaging and KPIs aligned with the company's aggressive growth efforts since going public in 2022.
- On-screen personality representing SoundHound on all social media channels.
- Wrote video scripts and personally filmed, edited, and created final output of social video content using a variety of tools (examples available in portfolio).
- Implement best practices for social listening, uploading, tagging, reporting, and optimization of channels.
- Report key metrics and relevant data to Chief Marketing Officer, Demand Gen and Corporate Communications. Providing insights and recommendations as needed.
- Performance Metrics: 101% increase in post quantity | 9% increase in followers | 445% increase in video views | 28% increase in impressions | Engagement rate of 6.5% across active platforms.
- Developed the company's first strategic social media marketing roadmap and publishing calendars to incorporate key messaging and KPIs aligned with the company's aggressive growth efforts since going public in 2022.
- Widespread layoff occurred in January 2022 with a 50% reduction in staff as a requirement to raise more capital and entice investors. Over 220 people lost their jobs.

On-Screen Video Personality, Social Media / Content Manager, Oracle, March 2022-June 2022
Remote

- Company Overview: Work with Oracle Advertising and CX Social Media team to execute on Oracle CX Cloud's social marketing strategy to drive audience engagement, increase referral traffic to our web pages and blog, and lead conversions.
- Manage a social editorial calendar.
- Partner with campaigns and product marketing team to integrate campaign-specific messaging across all channels.
- Engage and expand our social media audience, including employees, partners and external influencers.
- Support SEO strategy, backlinking and other off-page initiatives.
- Write high-engagement social media content that reflects our brand's voice.
- Drive creation of micro-content for social media, such as social graphics, visual development, animated GIFs, and short-form video related to campaigns.
- Write copies for Oracle Champion's (Employee Advocacy) program to help Oracle Advertising and CX team spread our content and news.
- Ensure all social media content is consistent with branding, positioning, voice and messaging.
- Track performance of campaigns, content, and health of the channels and create regular reporting to the team.
- Monitor progress toward performance goals through monthly analytics reports.
- Work with Oracle Advertising and CX Social Media team to execute on Oracle CX Cloud's social marketing strategy to drive audience engagement, increase referral traffic to our web pages and blog, and lead conversions.
- Systems/programs used: Sprinklr, Grammarly, Wrike, Adobe Creative Suite (occasionally), Microsoft Office.

Social Media & Marketing Manager, G3 Marketing, January 2020-June 2020

Blue Ash, OH

- Company Overview: Manage marketing and provide the social media voice behind G3 Marketing and Pro Camps events. We inspire young athletes through professional athletic training opportunities with some of the biggest names in sports.
- Ghost writer for professional athletes, NBA, MLB, NFL, catering to driving attendance to their youth sports camps in the off-season.
- 14:1 ROI performance on Social Media Paid Advertising Campaigns.
- Create, execute, track, and optimize a comprehensive G3 Marketing social media strategy.
- Drive awareness and excitement around G3 Marketing events and initiatives.
- Grow the followings of G3 Marketing social media accounts.
- Maximize value of key sponsorships utilizing social media.
- Develop content to be distributed via athlete social media platforms.
- Manage and optimize pre-event social media paid advertising campaigns.
- Video editing and a variety of graphic design work.
- Train internal staff.
- Manage marketing and provide the social media voice behind G3 Marketing and Pro Camps events. We inspire young athletes through professional athletic training opportunities with some of the biggest names in sports.

- Recommendation from direct manager, Matt Chacksfield: "Jeanette is a rock star employee with unbelievable knowledge, positivity, and growth opportunity..."

TERRITORY MANAGER, OHIO VALLEY, Tufin Technologies, April 2015-August 2016

Tel Aviv, Israel

- Company Overview: Tufin Technologies is a privately-held enterprise software firm, catering to the firewall change management operations supported by senior network, security and IT audit teams.
- My role as the Ohio Valley Regional Sales Manager was to build broad and deep customer relationships while effectively executing against my sales plan.
- In 2016 I had 100% achievement against YTD quota. \$1.8 million quota with 4x in pipeline.
- Tufin Technologies is a privately-held enterprise software firm, catering to the firewall change management operations supported by senior network, security and IT audit teams.

ENTERPRISE SECURITY CONSULTANT, OHIO, Cadre Information, June 2009-March 2014

Cincinnati, OH

- Company Overview: Cadre is a privately-held boutique security system integrator headquartered in Cincinnati, Ohio representing over 35+ best of breed vendors dedicated exclusively to IT security and compliance.
- 100% responsible for all sales development efforts, including marketing event coordination, partner management and propagating the Cadre brand in the territory since 2009.
- Direct relationship with the CEO with monthly updates/strategy calls. My territory development efforts resulted in major contracts with Medical Mutual, Safeguard Properties, Steris Corporation, Goodyear Tire & Rubber, FirstEnergy, Materion, Cleveland Clinic, Sterling, Westfield, MTD and many others.
- Achievement: In 2013, I sold \$4.2 million against a \$2.9 million quota, average margin 17%.
- In 2012, I sold \$1.7 million against a \$1.9 million quota.
- In 2011, total sales \$2,092,775 (which put me at 261% of quota in 2011).
- Cadre is a privately-held boutique security system integrator headquartered in Cincinnati, Ohio representing over 35+ best of breed vendors dedicated exclusively to IT security and compliance.

EDUCATION AND TRAINING

College of Arts & Sciences

Cooperative Education & Professional Studies, University of Cincinnati, Cincinnati, OH Expected in 2026

GPA: 4.0, Graduating Summer '26

CERTIFICATIONS

- Hubspot Academy, Inbound Marketing, SEO (2023)
- Generative AI for Digital Marketers (2025)
- Technical SEO (August 2025) by Dana DiTomaso

- Content Marketing Foundations (May 2025)
- Using AI as your SEO Assistant (June 2025), by David Birss

AWARDS

Salesperson of the Year, 01/01/13, Cadre Information Security

PUBLICATIONS

- The Rachael Ray Show (Content Writing + TV Guest), 02/01/19, <https://www.snazzylittlethings.com/all-about-my-appearance-on-rachael-ray/>
- Better Homes & Gardens (content writing), 01/01/17, <https://www.bhg.com/decorating/budget-decorating/cheap/make-your-home-look-luxe-for-less/>

REFERENCES

- Matt Chacksfield, SVP Sales & Marketing, G3 Marketing, Jeanette is a rock star employee with unbelievable knowledge, positivity, and growth opportunity.
- David Gatto, Jeanette was part of a new team formed to help address prolific customer satisfaction problems.

PERSONAL INFORMATION

Work Permit: Authorized to work in the US for any employer