

Jeff Behrens

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🌐 OVERVIEW

Jeff Behrens is a digital product and marketing leader with a winning skill set spanning product management, UX research and design, demand generation and content strategy. His unique combination of technical, creative and editorial skills fuels his leadership of large teams comprised of designers, marketers, engineers, editors, analysts and everyone in between to create compelling digital experiences that drive audience/prospect engagement and product excellence.

📁 EXPERIENCE

behrens.nyc *Brooklyn, New York*

Principal / CEO *2017 - Present*

Provide strategic, creative and technical consulting to clients and organizations of all sizes to create digital products and develop marketing and brand strategies.

Current Initiatives:

- Co-founder, Vice President, Product and Marketing, Valued Acts (www.valuedacts.com)
- Consultant, Product and Marketing Content, Motivote (www.motivote.us)

Democracy.com *Brooklyn, New York*

Product and Content Lead *2018 - 2019*

Headed all aspects of product development and design for Democracy.com, a civic engagement platform connecting citizens to officials, candidates and causes, as well as the most comprehensive public search of elected officials and political candidates in the United States.

- Determined product roadmap combining input from management, engineers, stakeholders and prospectives
- Designed wireframes, full-fidelity designs and user flows, as well as live prototypes using HTML, CSS and JavaScript
- Wrote and edited content for email marketing, customer communications, and web-based collateral

Nielsen (NYSE: NLSN) *New York, New York*

Vice President, Global Digital Marketing & Creative Technology *2015 - 2017*

Led product management, design, digital creative development, email marketing, content strategy, performance measurement and SaaS vendor relationships for all corporate digital marketing functions, including on-site experiences for events and conferences. Consistently grew audience and prospect lead pools across channels and led initiatives to improve the digital client service experience

- Led a high-performing internal agency team of more than 10 associates and dozens of agency partners
- Served as global Product Manager for digital publications, web properties, content management systems, marketing automation, email, analytics and testing platforms
- Established the Mobile Application Center of Excellence to streamline enterprise-wide mobile application development, branding and UX

Senior Director, Global Digital Marketing *2010 - 2015*

Led the redesign, redevelopment and relaunch of nielsen.com, and implemented an engagement strategy that doubled the number of leads collected annually and consistently grew traffic year-over-year. Created and grew a team of content managers, web developers and strategists to manage digital platforms, content, social strategy, and on-site digital presence at events.

📁 EXPERIENCE *(continued)*

The Depository Trust and Clearing Corporation *New York, New York*

Digital Editor *2007 - 2010*

Developed, wrote and managed digital content for internal, public- and client-facing channels, and was responsible for web traffic analysis, audience development and content strategy optimization.

✔ SKILLS & EXPERTISE

Digital Product Management & Technology

- Agile Product Management
- Content Management Systems
- Front-end Development
- Mobile Application Development
- Platform/SaaS Integration
- Prototyping and Wireframes
- User/Prospect Research

Marketing & Demand Generation

- Digital Analytics
- Email Marketing
- Landing Page Optimization
- Marketing Automation/CRM
- Multivariate Testing
- SEO/SEM
- Social Advertising

Content, Design & Creative Strategy

- Branding and Voice
- Content Strategy and Architecture
- Digital Advertising Creative
- Editorial Strategy
- Social Media Strategy
- UX/UI Design
- Writing and Editing

📱 TECHNOLOGY

Product/Project Management

Basecamp, Confluence, GitHub, Jira, PivotalTracker
Slack, Trello

Marketing Technology

Adobe Marketing Cloud (Analytics, Experience Manager, Target, Search & Promote), Google Analytics, Google Search Console, Hubspot, Litmus, Marketo, Moz SEO Suite, Salesforce Marketing Cloud (ExactTarget, Pardot), Salesforce CRM

Web Application Development

Responsive/Adaptive design, HTML/CSS/JavaScript (jQuery, Sass, Less, Bootstrap), LAMP server administration, Linux, OSX, Windows

Content Management Systems

Adobe Experience Manager, Drupal, OpenText, Wordpress

Design Software

Adobe Creative Suite, Adobe XD, Axure, Figma, Invision, Sketch, Zeplin

🎓 EDUCATION

General Assembly *New York, NY, 2016 - 2017*

User Experience Design

UX research methods, prototyping and wireframing, design patterns and user testing

American University *Washington, DC, 2001 - 2005*

B.A. (cum laude), Journalism, American Studies

University Honors Program, Student Journalist, Trip Leader, Alternative Spring Break - Zambia (2004, 2005)

Institute for Democracy in South Africa, Cape Town, South Africa* *2003*

South African political history, peace and conflict resolution, international relations

University of Namibia, Windhoek, Namibia* *2003*

Namibian political history, environmental policy, international relations

*American University World Capitals Program