JAKE HENNEMAN

MARKETING & COMMUNICATIONS MANAGER



CONTACT

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Bettendorf, IA

jakehenneman.com

SKILLS

- Graphic Design (Adobe Suite: PhotoShop, Illustrator, InDesign)
- Microsoft Suite (Word, Excel, PowerPoint)
- UI / UX design
- Marketing and advertising campaign management
- Product and project management (large-scale and small-scale, SaaS)
- HTML & CSS coding, Liquid, PHP
- Ecommerce website development (Wordpress, Shopify, SquareSpace, Weebly)
- Content writing and editing
- Email marketing management and drip campaigns (Customer.io, Constant Contact, MailChimp)
- Web Hosting, DNS, Email setup
- Video production and editing
- Training and documentation creation and presentations

PROFILE

I enjoy bringing new ideas to life, solving problems, and helping teams learn and adapt to new tools and technologies. My passion is developing digital products, and creating new revenue opportunities. I have 15 years of experience creating in the fields of website development, graphic design, sales enablement, training, project and product management. Take a look at jakehenneman.com for my portfolio.

WORK EXPERIENCE

Advertising Operations Support Specialist Oct 2025 – Present

Lee Enterprises | Davenport, IA

- Provisioned new Advertising systems and platforms, working with stakeholders in IT, Sales Support, Advertising Support teams.
- Created and edited invoices and ad templates with HTML, CSS, and custom properties.
- Configured and tested payment systems, troubleshooting errors and working with vendors to solve issues along the way.
- Extensive use of AI tools to code websites, problem solve and push new processes.

Marketing Communications Manager March 2024 - Oct 2025

Lee Enterprises | Davenport, IA

- Created marketing materials and advertising campaigns for new and emerging digital products.
- Built and designed presentations for sales enablement, training and product updates, documentation and SaaS release notes.
- Graphic designed marketing materials using Adobe Suite (PhotoShop, Illustrator, InDesign).
- Worked with developers in project management and Agile tools to accomplish dev goals and hit key deadlines, as well as product enhancements.
- Built and project managed new websites for emerging products.
- Designed and produced print publishing materials.
- Designed social media posts and graphics.

Ecommerce Web Manager May 2021 – March 2024

Lee Enterprises | Davenport, IA

- Built approx. 150 Ecommerce websites for Lee Enterprises newspapers.

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MARKETING MANAGER

ACCOMPLISHMENTS

- 2x Lee Enterprises President's Award (Website management and product management).
- Achieved over $1,000,000 in new Ecommerce sales in the last three years.
- Launched multiple products and projects across Lee Enterprises' 80+ markets, including training, design, marketing and more.
- Built, designed and managed the creation of over 3500 websites.

EDUCATION

B.A. School of Journalism
Drake University
Des Moines, IA
2005-2009

- Designed website wireframes, proposals and mockups for Ecommerce and large company websites.
- Designed UI / UX wireframes for advertising and support platforms.
- Created $2m of new revenue with Ecommerce innovation, working with sales and finance leaders across Lee.

Marketing Communications & Product Manager Oct 2018 - May 2021

Lee Enterprises | Davenport, IA

- Created marketing materials and advertising campaigns for new and emerging digital products.
- Created and produced videos using online software.
- Product managed large-scale rollouts of products and features that would be placed on all 80+ of the Lee daily newspaper websites.
- Created documentation and training materials, as well as help websites for new products.
- Launched new products across Lee such as events calendar, contesting platforms and digital initiatives from scratch through completion.
- Graphic designed marketing materials using Adobe Suite (PhotoShop, Illustrator, InDesign).
- Gathered and designed case studies for Lee websites.
- Designed and produced print publishing materials.

Web & Social Media Manager Dec 2013 - Oct 2018

Lee Enterprises | Davenport, IA

- Managed a team of digital media experts including: web designers, search engine specialists, graphic designers and social media experts.
- Oversaw the build of approx. 3000 websites from concept to completion. These websites ranged from landing pages, 3-5 page websites, to large websites with hundreds of pages (hospitals, international companies, government institutions).
- Quoted new website builds based on custom needs for cost and scope, working directly with sales and customers alike.
- Interviewed, hired and trained new employees.
- Developed and documented standard operating procedures for website builds, maintenance, cancellations, etc.
- Provided consultation for reps on new sales and estimates for websites.
- Developed CRM for customer and employee workflows from ground up.

Web Design Specialist April 2011 - Dec 2013

Lee Enterprises | Davenport, IA

- Designed dozens of websites and business profiles using HTML & CSS.
- Identified and helped troubleshoot issues including DNS, FTP, APIs, email hosting, third-party hosting providers.