



Jacqueline J. Poehlman

S U M M A R Y

Highly meticulous communicator experienced in managing multiple projects under tight deadlines. Possesses an obsessive attention to detail, initiative, creativity, and a unwavering will to succeed. Praised for superior written and oral communication skills, client focus, dedication, and ability to research and analyze technical information.

E D U C A T I O N

*Aquinas College, Grand Rapids, MI (2004)*

**Bachelor of Arts, Magna Cum Laude**

Major: Communication

Minors: Journalism/Publications and Writing

E M P L O Y M E N T

*E-commerce Content Specialist (2009 – present)*

**Meijer (Otterbase Technical)**, Grand Rapids, MI

- Lead content writer and project manager for meijer.com homepage
- Developed weekly My Meijer News email newsletter (writing, editing and HTML development) sent to over 750,000 recipients each week
- Assisted in implementation of Meijer e-gift-card program
- Developed and edited SEO-compliant product and website copy

*Copywriter (2009 – present)*

**Grand Rapids Downtown Alliance**, Grand Rapids, MI

- Lead copywriter for lets go. downtown monthly email campaign (downtowngr.org) including merchant interviews, writing, editing, and proofing

*Web Content Specialist (2008-9)*

**Universal Forest Products**, Grand Rapids, MI

- Wrote and organized content for websites such as latitudesdeck.com, deckorators.com, and universalgardenproducts.com
- Maintained HTML and graphic design updates to all UFP-owned websites
- Developed HTML-based email newsletters for consumer and professional building entities

*Production Manager (2004-8)*

**Structure: Interactive**, Grand Rapids, MI

- Provided trafficking and organizational services to internal teams (account services, design, and programming)  
Managed production relationships with external clients
- Ensured accuracy, correctness, and browser compatibility for a variety of interactive tools (websites, DVDs, CD-ROMs)
- Assisted with content duties as needed (copywriting/copyediting)
- Consulted on technical solutions to meet client needs

T E C H N I C A L  
S K I L L S

Experienced in Mac OS and Windows platforms  
Microsoft Office Suite – Outlook, Word, Excel, Access, PowerPoint  
Content Management Systems  
HTML  
Adobe DreamWeaver, InDesign, Photoshop, Illustrator, Acrobat,  
Omniture  
Social Media – Facebook/Twitter  
SEO/SEM Marketing