

Jeff Behrens

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📌 OVERVIEW

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

✔ SKILLS & EXPERTISE

Product/Tech Leadership

- Agile Product Management
- UX/UI Research and Design
- Front-end Development
- Technical Requirement Writing

Digital Marketing

- Content Management Strategy
- Marketing Automation/CRM
- Multivariate Testing
- SEO/SEM

Content Marketing

- Branding and Voice
- Content Architecture
- Editorial Strategy and Copywriting
- Social Media Strategy

📁 EXPERIENCE

Raincatcher

Digital Experience and Performance Lead 2021 - 2022

Managed all aspects of digital creative strategy, business intelligence and digital automation for the Inc. 5000-recognized number-one brokerage for small- and medium-sized businesses.

- Conceptualized and implemented an automated business intelligence and data visualization solution using Domo, providing management and brokerage staff unprecedented insight into company performance and saving hundreds of hours in manual reporting annually
- Oversaw the marketing and sales technology infrastructure, including content management systems, client portals, marketing automation tools, CRM, and analytics platforms. Implemented custom automations and integrations to streamline internal processes and enhance analytics capabilities
- Designed all wireframes, user flows, prototypes and developed front-end templates using for the upcoming 2023 relaunch of raincatcher.com to modernize the end user experience, increase lead conversion and align to brand standards

Motivote

Product Manager (Consultant) 2019 - 2021

Maintained product roadmap/vision to relaunch Motivote, a platform that works to increase civic engagement and voter turnout primarily among young and first-time voters.

- Managed daily operations of an international design and engineering team to relaunch the platform in the lead-up to the 2020 election. Onboarded 20,000+ new users through client networks comprised of universities, companies and advocacy organizations
- Developed and managed relationships with more than 10 integration partners to provide cross-platform messaging, in-app elections and polling place data, and to build custom integrations with client systems and vendor APIs

Meld

Co-founder, Head of Product Design 2019 - 2021

Led product and marketing design functions to create a peer-to-peer task/project management methodology and app that enhances trust and accountability between colleagues.

- Led a comprehensive user research initiative, including surveys, user labs, and real-world beta testing within small businesses, nonprofits and a large university to determine product/market fit and develop the product roadmap
- Designed wireframes, full-fidelity mockups and user flows for all product functionality

📁 EXPERIENCE *(continued)*

Democracy.com

Product and Content Lead 2018 - 2019

Headed product development and design for the 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, investors and prospective clients
- Designed wireframes, full-fidelity designs and user flows, as well as live prototypes using HTML, CSS and JavaScript

Nielsen Holdings

Led platform management, digital marketing strategy, performance measurement and SaaS vendor relationships for all corporate digital marketing functions of the global media measurement and consumer behavior analytics firm.

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

- Built a high-performing internal agency team of more than 10 content managers, designers, software engineers and strategists to manage digital platforms, content, digital creative and on-site digital presence at events
- 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 and standardize enterprise-wide mobile application development, branding and UX

Senior Director, Global Digital Marketing 2011 - 2015

- Led the redesign, redevelopment and relaunch of nielsen.com, which highlighted Nielsen's product offerings and thought leadership in 40+ languages and had more than 150 content contributors globally
- Implemented an engagement strategy that doubled the number of leads collected annually and consistently grew traffic year-over-year
- Managed a team of content producers and designers to produce digital creative across channels

Digital Marketing Manager 2010 - 2011

- Wrote and designed content for Nielsen's websites, blogs and social media channels

The Depository Trust and Clearing Corporation

Digital Editor 2007 - 2010

- Developed, designed and managed content for internal, public- and client-facing digital channels for the firm that provides post-trade financial services for U.S. securities markets

🎓 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, Trip Leader, Alternative Spring Break - Zambia (2004, 2005)

Institute for Democracy in South Africa*

Cape Town, South Africa, 2003

South African political history, international relations

University of Namibia* *Windhoek, Namibia, 2003*

Namibian political history, environmental policy

*American University World Capitals Program

📱 TECHNOLOGY

Product/Project Management: Basecamp, Confluence, GitHub, Jira, PivotalTracker, Slack, Trello

Marketing Technology/CRM: Adobe Marketing Cloud (Analytics, Experience Manager, Search & Promote), Domo, Customer.io, Google AdWords, Google Analytics, Google Search Console, Hubspot, Litmus, Marketo, Moz SEO Suite, Salesforce (CRM + Marketing Cloud), Zoho

UX/Graphic Design: Adobe Creative Suite, Adobe XD, Axure, Figma, Invision, Sketch, Zeplin

Web and Application Development: Responsive/Adaptive design, Front-end coding, Low/No-Code Development (Bubble, Webflow), Linux, OSX, Windows

Content Management Systems: Adobe Experience Manager, Craft, OpenText, WordPress