

**Jenna Harpring**

MANAGER

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EXPERIENCE OVERVIEW

Jenna has worked with a variety of the firm's clients to develop and execute digital advertising. She helps clients define their target market and builds custom audiences to effectively reach targets. Her digital advertising experience spans many industries, including local and state government, healthcare, education, and entertainment.

She constructs, places, and optimizes digital campaigns for a 501(c)4 nonprofit with a \$1 million annual advertising budget. In addition, she has had a client included in the top 40 digital advertisers in the US by Facebook for over one year. Jenna strengthens the online presence of clients by delivering digital content on a variety of platforms.

REPRESENTATIVE MATTERS

- **Michael Moore for Commissioner** | January, 2020 – Present

Developed a digital strategy to reach potential voters across social media platforms; analyzed and reported on opponent's digital presence; constructed target audience segments; placed, optimized, and reported on 60+ digital campaigns.

- **Lady of Agreda** | February, 2020 – Present

Created social media accounts to promote a play; developed a digital strategy to increase ticket sales; promoted play through organic social media and digital advertising; increased client's digital presence and ticket sales through interest-based targeting.

- **Fort Bend County Census** | April, 2020 – Present

Developed a digital strategy to reach hard-to-count populations in Fort Bend; constructed precise location-based target audiences to ensure efficient spend; increased Census self-response rate in hard-to-count Fort Bend County populations by driving traffic to US Census online questionnaire with digital campaigns; analyze and report on digital efforts and the effect on response rates.