



SUSAN WENNER JACKSON

Content Strategist

CONTACT

- ✉ susan@susanwennerjackson.com
- ☎ (513) 375-9135
- 🌐 susanwennerjackson.com
- 🏠 6772 Absaroka Court,
West Chester, OH 45069

EDUCATION

MASTER OF SCIENCE: JOURNALISM

Magazine Publishing
Northwestern University,
Medill School of Journalism

BACHELOR OF ARTS: ENGLISH

Journalism
Miami University,
College of Arts & Science

SOCIAL

- f fb.me/susanwennerjackson
- in linkedin.com/in/swjackson
- 🐦 @susanwjackson

ABOUT

If I get to spend my day solving a problem by tapping into my unique set of gifts, I call that a good day's work. Especially if the results ultimately benefit my fellow human beings in positive, meaningful ways. From ideation to execution, I rely on the overlapping circles of my experience in journalism, print/digital publishing, marketing, and technology. Through content strategy, I'm able to channel the full range of my expertise and creative energy into the projects and teams I'm fortunate enough to be part of.

CORE QUALIFICATIONS

- | | |
|-------------------------------|--------------------|
| Social Media Strategy | Content Strategy |
| Content Marketing | Copywriting |
| Copy Editing | Public Speaking |
| Integrated Marketing Strategy | Blogging |
| Public Relations | Creative Direction |
| Digital Marketing | Storytelling |

EXPERIENCE

CONTENT STRATEGIST

Self-Employed | 2016 - Present

- Provide creative, effective content strategy and copywriting for organizations that want to use content marketing to achieve their goals.
- Clients range from advertising agencies and wealth management firms to local nonprofits and global construction companies.
- Work includes: editorial calendars, voice and tone guidelines, blog content, scripts for speaking engagements, campaign concepts, sponsored content, marketing collateral, and email marketing strategy.

VP OF CONTENT PARTNERSHIPS

Ahalogy | 2013 - 2016

- Led strategy, growth, recruiting and optimization of network of 2,500+ online publishers for Pinterest-focused technology startup.
- Developed and communicated how Ahalogy helps creators monetize and distribute their content.
- Identified and established efficiencies and leverage points to grow fast while maintaining personal service/quality.



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EXPERIENCE

SENIOR COPYWRITER

Rockfish | 2012 - 2013

- Responsible for working closely with leadership, clients, creative and account service teams to generate and execute innovative copy for clients.
- Generated brand campaigns and content for companies such as Kroger (Simple Truth, Private Selection) and Mars (Nutro, Greenies).

CEO & PRESIDENT

Hubbub Consulting | 2009 - 2012

- Provided social media, content strategy, copywriting, and community management for small businesses, nonprofit organizations, and startups.
- Clients included Prilosec OTC (Procter & Gamble), Mom Corps, and Purse Perfector.

ASSOCIATE CREATIVE DIRECTOR

dunnhumby (now 84.51°) | 2008 - 2009

- Planned and edited 50-plus print magazines a year, targeting best customers of Kroger, the country's largest grocery retailer.
- Built and worked with a nationwide network of 300 top-tier freelance writers to contribute editorial content based on their expertise.
- Concepted and wrote some of the industry's highest-performing direct mail pieces (response rates of 40% and higher). These mailers engaged Kroger's best customers on behalf of General Mills, GlaxoSmithKline, Procter & Gamble, Unilever and others.

COPY DIRECTOR

Bridge Worldwide (now POSSIBLE) | 2003 - 2008

- Led creative strategy and copywriting for integrated marketing campaigns and relationship programs at industry-leading agency.
- Supervised internal staff of writers and manage pool of freelance writers.
- Clients included Abbott Nutrition (Similac, Ensure, Glucerna), Procter & Gamble (HealthExpressions.com, Metamucil, Pepto-Bismol, Vicks, Fibersure, Folgers, Luvs, Pampers, PUR), ConAgra Foods (Healthy Choice, Hunt's, StartMakingChoices.com, Egg Beaters), McCormick, IXIS, and NCR.
- Won multiple awards in Internet Advertising Competition, Web Marketing Awards, and Procter & Gamble Healthcare Communication Awards.