



SUSAN WENNER JACKSON

Content Strategy & Marketing Communications

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](https://twitter.com/susanwjackson)

ABOUT

If I get to spend the day solving a problem by tapping into my unique set of gifts, I call that a good day's work. Especially if the results make a positive impact on the world. From ideation to execution, I rely on the overlapping circles of my experience in journalism, print/digital publishing, content marketing, and technology. As an experienced, creative communicator, I can channel the full range of my knowledge and energy into successful marketing programs.

EXPERIENCE

CONTENT STRATEGIST/MARKETING COMMUNICATIONS CONSULTANT

Self-Employed | 2016 - Present

- Building scalable, high-performance content marketing programs for a wide variety of audiences
- Clients range from Fortune 100 CPG companies and global ad agencies to local nonprofits and mid-sized businesses
- Ensuring consistency and quality of content across all communications (internal and external)
- Wrangling marketing automation solutions (e.g., Salesforce, Pardot, Hubspot) to nurture, track, and report on lead conversions
- Creating and managing multi-faceted communication plans, including paid and organic search, digital advertising, webinars, content development, email, social, video, pipeline generation, and cross-channel marketing
- Connecting with others through strong verbal, written, and interpersonal communication skills
- Collaborating and negotiating effectively with diverse personalities and backgrounds

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
- Built and executed communication strategy around unique offering of software, service, and brand sponsorship opportunities for content creators
- Coached a team of individual contributors to build and scale processes for efficiency and growth
- Managed multiple high-visibility, high-urgency projects in a fast-paced, dynamic environment.



SUSAN WENNER JACKSON

Content Strategy & Marketing Communications

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

EXPERIENCE

SENIOR COPYWRITER

Rockfish (now VML) | 2012 - 2013

- Partnered with leadership, clients, creative and account service teams to produce innovative copy for clients
- Concepted campaigns and content for companies such as Kroger (Simple Truth, Private Selection) and Mars (Nutro, Greenies)
- Collaborated with internal and external partners to develop, edit, troubleshoot, and finalize content

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
- Performed critical analysis of social media and content strategy to identify clients' needs and recommend solutions

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
- Advised and mentored team of writers, supported by a 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