



# SUSAN WENNER JACKSON

CONTENT STRATEGIST

## ABOUT

Digital content strategist with a deep understanding of the role of content in driving engagement. Experience includes successfully creating and executing multi-faceted marketing communication plans for Fortune 100 CPG companies, global ad agencies, local nonprofits, and mid-sized businesses.

## PROFESSIONAL SKILLS

Story-driven content creation  
Strong editing prowess  
Outstanding communication skills  
Messaging and strategy development  
Editorial calendars  
Collaborating across teams  
Brand voice development/application  
Public speaking and workshops  
Interviewing and listening  
Digital/D2C marketing campaigns

## PERSONAL SKILLS

Imaginative  
Creative  
Resourceful  
Optimistic  
Supportive  
Bridge builder  
Trying and learning new things

## EDUCATION

MASTER OF SCIENCE:  
JOURNALISM  
Magazine Publishing  
Northwestern University,  
Medill School of Journalism

BACHELOR OF ARTS:  
ENGLISH  
Journalism  
Miami University,  
College of Arts & Science

## CONTACT

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## WORK EXPERIENCE

DIGITAL MARKETING MANAGER  
ACCO Brands | Aug 2018 - Present

- Drive digital marketing strategy and content for national planning and notetaking brands (AT-A-GLANCE, Cambridge, Day-Timer)

CONTENT STRATEGY CONSULTANT  
Self-Employed | Aug 2016 - Aug 2018

- Provided editorial, copywriting, and content strategy services to clients ranging from B2B publications to multinational corporations.

VICE PRESIDENT, CONTENT PARTNERSHIPS  
Ahalogy | May 2013 - Aug 2016

- Led strategy, growth, recruiting and optimization of network of 2,500+ online publishers for Pinterest-focused technology startup.

SENIOR COPYWRITER  
Rockfish (now VMLY&R) | Apr 2012 - May 2013

- Concepted and wrote digital campaigns and content for Kroger (Simple Truth, Private Selection) and Mars (Nutro, Greenies).

SOCIAL + CONTENT STRATEGY CONSULTANT  
Self-Employed | July 2009 - Apr 2012

- Provided social media, content strategy, copywriting, and community management for clients such as Procter & Gamble and Mom Corps.

ASSOCIATE CREATIVE DIRECTOR  
Dunnhumby | Apr 2008 - July 2009

- Concepted and wrote direct mail pieces and magazines to engage Kroger's best customers, garnering 40+% response rates.

COPY DIRECTOR  
Bridge Worldwide (now Grey Midwest) | Mar 2003 - Apr 2008

- Led creative strategy and copywriting of digital marketing campaigns and relationship programs at WPP-owned ad agency.