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## SKILLS TO PAY THE BILLS

Creative Direction  
Copywriting + Editing  
Thought Leadership  
Digital Strategy  
Podcast Creator + Host  
Basic HTML  
Disciplined Remote Worker 10+ Years

## SEE IT TO BELIEVE IT

Marketing Analytics, eCornell  
Level 3 Certified: ASL  
Guest Lecturer: Digital  
Marketing @ FIT  
Infor Leadership Award

"Her creativity and drive  
were key to our success."

"What I appreciate about Jenny  
is her knowledge, openness,  
drive, positivity and creativity."

University of Georgia, BA Journalism

# JENNY REESE

2x Unicorn Content Marketing Lead & Creative Director

If your team is bored and your campaigns are boring, it's time to bring in the big guns. It's me. I'm the big guns.



Word  
nerd

👉 One-woman  
hype squad



Tough but  
fair

## WORK EXPERIENCE

Jun. '23 -  
May '24

### PriceSpider | Director of Content & Brand Marketing

- Leading a team of creatives, content managers and agency partners to develop content that generates demand and reaches new audiences throughout the marketing funnel.
- Led full rebrand & collaboration with product marketing team to reposition and redefine consumer-facing product and platform messaging
- Lead on all content and brand strategy + execution for owned, earned and paid content

Oct. '21 -  
Jan. '23

### Cart.com | Head of Content Marketing | Editor-In-Chief

- Editorial & creative content strategy to support GTM plans, product launches and omnichannel campaigns
- Hire, oversee and manage internal and external creative teams (copy + design + agencies)

Jan. '20 -  
Oct. '21

### Kinaxis | Sr. Manager, Product Marketing

- Full-funnel product marketing for RapidResponse concurrent supply chain planning software
- Co-creator & host of the *Big Ideas in Supply Chain* podcast
- Thought leadership in the supply chain space via blogs, third-party bylines and podcasts

Mar. '16 -  
Oct. '19

### Infor | Associate Creative Director: Retail & Fashion

- Branding & marketing for a new retail vertical within an existing multi-billion dollar tech company, which quickly scaled up to a significant LOB and achieved unicorn status
- Thought leadership author for trade publications including Retail Supply Chain Insights, RIS News, Total Retail, Forbes and Entrepreneur
- Co-creator & host of the *Reinventing Retail* podcast

Feb. '14 -  
Jun. '16

### 9 Rooftops | Associate Creative Director, Copy

- Data-driven omnichannel campaign strategies & creative execution to elevate South Carolina travel experiences
- Optimizing DiscoverSouthCarolina.com with effective SEO and content strategies
- Managing all traditional and digital advertising copy needs and related staff for South Carolina Tourism account
- Agency-wide copywriting & consulting on SEO + content strategy

Oct. '09  
Dec. '13

### Pronto Marketing | Sr. Copywriter