

JENNIFER ROBINSON

Freelance Writer/Editor

B2B Content Strategist

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PROFESSIONAL SUMMARY

Content Strategist | Marketing Strategist | Content Editor | Freelance Writer

B2B content strategist with 10+ years of corporate sales experience, driving averages of 65% increases in qualified leads for clients through data-driven storytelling. Scaled solo freelance writing practice from \$0 to sustainable monthly revenues in seven months, maintaining a 90% client retention rate.

Leads content teams and marketing initiatives to create impactful content that converts while leveraging data-driven decision-making for content strategies that align with organizational objectives.

EXPERIENCE

Strategist, Writer & Editor | JRobMarketing LLC

2013 - Present

Richmond VA

- Developed content strategy for Martech startup client, increasing organic traffic by 186% in six months by deploying creative ideation for fresh approaches in competitive online landscapes. Efforts directly contributed to a 32% boost in lead generation.
- Increased engagement by 47% for B2B mobile device testing client by crafting tailored white papers for C-suite executives (awareness stage), detailed case studies for QA managers (consideration stage), and concise product comparisons for procurement teams (decision stage).
- Led series of in-depth discovery sessions with testing engineer experts at established software testing company, resulting in a groundbreaking thought-leadership whitepaper that garnered 2500+ downloads. Subsequent blog posts led to speaking opportunities at industry conferences.

Content Strategist | MarketSmiths, Inc.

2021 - 2024

New York, NY

- Orchestrated complex, multi-channel content campaigns for a roster of up to 10 clients, managing a team of eight writers and designers to deliver assets, including whitepapers, case studies, and sales materials, on schedule and an average of 12% under budget.
- Transformed struggling insurance agency's email marketing by developing narrative-driven campaigns, increasing online inquiries by 62% with an alternative approach to address audience pain points. Positioned client as an empathetic industry problem-solver, resulting in a 45% increase in qualified leads.
- Spearheaded go-to-market campaign for leading international digital services company targeting regulatory groups at Fortune 1000 pharmaceutical companies. Created a gated, industry-specific whitepaper, garnering 1,200+ high-quality leads in three months.
- Implemented sales nurture sequence with personalized content, resulting in a 27% increase in sales-qualified leads and shortening sales cycle by an average of 22 days.

Continued...

EXPERIENCE **Content Marketing Manager | Listenloop** 2015 - 2016
New York, NY

- Captured qualified leads through the creation, execution, and management of content for a SaaS offering, achieving an average of 9.34% landing page conversion rates.
- Identified key product selling features to create compelling messages to educate and engage buyers and support lead generation.
- Served as lead writer and editor. Managed editorial calendars and supervised freelance writers to meet content production needs.
- Measured and tracked content consumption and time on site with Google Analytics.
- Conducted keyword research for search engine optimization for discovery and growth.

Director, Client Marketing Services | LocalVox Media 2011 - 2013
New York, NY

- Led the execution of digital marketing campaigns, evaluating client needs while collaborating with cross-functional teams to execute client deliverables. Implemented processes to improve client onboarding by 25%.
- Creatively problem-solved for client retention by orchestrating weekly sync meetings, resulting in on-time delivery of all milestones and a 98% client satisfaction rating.
- Fostered strong internal relationships to identify improved processes for workflow challenges.
- Deployed consultative and relationship sales techniques to maintain 60% account growth and 90% retention.

Business Development Manager | IAC Inc. 2008 - 2010
New York, NY

- Established and cultivated relationships with VP and C-level business leaders, generating a funnel of prospects to exceed 100% of sales targets consistently.
- Spearheaded cross-functional collaboration between sales, product development, and customer success teams to deliver customized solutions for clients, resulting in an 85% retention rate and repeat business.

EDUCATION **Master of Science**
Interactive Media & Communications
Quinnipiac University
Hamden, Connecticut

Bachelor of Arts
Mass Media
Hampton University
Hampton, Virginia

PROFESSIONAL TRAINING **Journalism Certificate**
New York University
New York, New York

Relationship and Consultative Sales Training
Motorola, Verizon, 3M, Pitney Bowes