

JENNIFER ROBINSON

Marketing Strategist | Freelance Writer | Editor | B2B Content Strategist

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PROFESSIONAL SUMMARY

Results-driven B2B content strategist with 10+ years of corporate sales, marketing and content leadership experience. Demonstrated ability to drive 65%+ increases in qualified leads through data-driven strategies and storytelling.

Adept at leading teams, managing multi-channel content campaigns, and delivering impactful content that aligns with organizational objectives. Proven track record in technology and insurance sectors.

CORE COMPETENCIES

Content Strategy and Development, Sales Support and Client Engagement, Project Management, Team Leadership and Collaboration, Marketing Campaigns, Business Intelligence and Analysis, Writing and Editing

PROFESSIONAL EXPERIENCE

Writer, Strategist & Editor

JRobMarketing

New York, NY & Richmond, VA

2013 - Present

Scaled solo freelance writing practice from \$0 to sustainable monthly revenues in seven months, maintaining a 90% client retention rate.

- **Content Strategy:** Develops content strategies for clients, increasing organic traffic by 186% in six months and boosting lead generation by 32%.
- **Sales Materials:** Creates tailored proposals, white papers, case studies, and product comparisons for C-suite executives and procurement teams, increasing engagement by 47%.
- **Freelance Features Writer:** Research, pitch, and write compelling feature articles for diverse publications, delivering engaging content tailored to target audiences and editorial guidelines, while meeting tight deadlines and maintaining high editorial standards.
- **Strategic Sales Support:** Contributes to the sales process through market segmentation, develops marketing, promotional, and sales materials, resulting in a 65% average increase in qualified leads for clients.

Content Strategist

MarketSmiths, Inc.

Brooklyn, NY

2021 - 2023

Led content teams and marketing initiatives for diverse B2B clients, specializing in insurance, technology, and regulated industries.

- **Project Management & Team Leadership:** Managed a team of eight writers and designers, orchestrating multi-channel content campaigns for up to 10 clients, consistently delivering on schedule and under budget.
- **Client Engagement:** Led discovery sessions with subject matter experts, resulting in thought-leadership whitepapers and high-impact sales presentations.
- **Marketing Expertise:** Transformed email marketing for an insurance agency, increasing online inquiries by 62% and qualified leads by 45%.

Continued...

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Content Marketing Manager

Listenloop
New York, NY
2015 - 2016

- 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
New York, NY
2011 - 2013

- 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.

EDUCATION

Master of Science in Interactive Media & Communications

Quinnipiac University, Hamden, CT

Bachelor of Arts in Mass Media

Hampton University, Hampton, Virginia

PROFESSIONAL TRAINING

Relationship and Consultative Sales Training

Motorola, Verizon, 3M, Pitney Bowes

Journalism Certificate

New York University, New York, NY