**Jeanne Grunert**

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**SUMMARY**

“The Marketing Writer” – former vice president of marketing and senior marketing director, now a freelance content marketing writer specializing in crafting articles, blog posts, reports, plans and other written materials for CEOs, COOs, CMOs, and marketing agencies. I write with an authoritative voice and deep, rich, hands-on marketing and business experience that few other freelance content marketing writers possess. I can easily slip into your company or personal brand voice, tone, and style of writing to save you valuable time by writing your letters, emails, reports, and blog posts.

**EXPERIENCE**

2007 to Present Freelance Content Marketing Writer – Marketing Consultant, Seven Oaks Consulting

Senior Marketing Consultant and Content Marketing Writer for Seven Oaks Consulting, a boutique agency in Prospect, Virginia, serving marketing agencies, publishers, and marketing departments within the education and SaaS technology industries.

**Notable freelance content marketing writing and editing projects:**

* **Editorial Director and Senior Content Marketing Writer, iAM Marketing**
	+ Developed content calendars for agency’s clients in the finance and blockchain industry
	+ Wrote public relations and marketing communications strategies and plans
	+ Created content calendars, assigned writers topics, measured and monitored workflow
	+ Wrote sales and marketing materials, website copy, blog posts, social media posts, business proposals, case studies, presentations, and video scripts for clients
	+ Managed global team of writers and editors
* **Content Marketing Writer, Dashboard Interactive**
	+ Provided content marketing strategies, plans, and editorial calendars for agency clients
	+ Wrote short and long form blog posts, website copy, landing pages, newsletters, emails
* **Content Marketing Writer, Spectrum Marketing Group**
	+ Wrote weekly blog posts for a group of 5+ SaaS resellers
	+ Researched technology, including ERP, BI, CRM, HRMS systems and wrote in-depth articles on selection, implementation, and training
	+ Wrote copy for nonprofit consulting clients
* **Content Marketing Writer, Fit Small Business**
	+ Researched small business topics including marketing and finance
	+ Wrote in-depth research pieces on current business trends
* **Content Marketing Writer, WebPage FX**
	+ Researched and wrote long-form blog posts for addiction and recovery centers
* **Content Marketing Writer, Skyword**
	+ Wrote long and short form articles for clients in the business sector
	+ Article topics included education, business
* **Group Editor and Senior Writer, LoveToKnow.com**
	+ Managed content channels including Business, Social Media, Herbs, Gourmet Food, Wine
	+ Researched, analyzed, and selected over 100 keyword phrases monthly
	+ Assigned articles to writers; managed content writer and editors, reviewed submissions, checked sources
	+ Monitored, analyzed, and reported Google Analytics statistics to management team
* **Monthly Columnist and Contributing Writer, Virginia Gardener**
	+ Researched and wrote monthly column
	+ Interviewed local gardeners, researched and wrote gardening feature articles
	+ Provided original photography to accompany articles
* **Feature Writer, HomeLight.com**
	+ Interviewed experts in the insurance and mortgage industry
	+ Wrote full-length feature articles based on interviews

**Professional Marketing Experience**

2006 – 2007 **The Grow Network/McGraw-Hill Director of Marketing**

* Developed brand identity, marketing strategy, marketing plan, and sales support plans for customized English Language Arts and Mathematics student workbooks
* Supported over $20 million in contract sales to state government, major cities, and the government of Qatar
* Created advisory councils, product development pipeline, and RFP management system

2005 – 2006 **TC Innovations/Teachers College Director of Outreach**

* Developed marketing strategy, plan, budget, P & L for division of Columbia University
* Led all public relations, communications, donor and customer satisfaction and reporting

1999-2005 **The College Board Direct of Marketing, K-12**

* Created marketing strategy, plan, budget, P & L and calendars for K-12 division of The College Board. Products marketed including the AP Program, PSAT test, pre-AP (formerly SpringBoard), all books and publications, all professional development programs
* Developed and launched new brands, products, and programs to achieve marketing ROI goals
* Managed over 100 direct mail programs per year including catalog marketing. Saved over $100,000 in direct mail list costs through implementation of mailing list best practices. Increased catalog profits by over $400,000.
* Managed staff of 13 marketing managers, project managers, and sales support teams

1988 – 1999 **Marketing Manager and Copywriter** for financial services, retail, and publishing companies

* Developed marketing strategies and plans, created marketing materials, hired graphic designers and print vendors, managed all vendor relationships
* Managed direct mail campaigns, mailing lists
* Wrote print advertising, direct mail, sales support copy
* Created and executed public relations and communications campaigns
* Developed sales strategies and sales support materials

**EDUCATION** New York University Master of Science, Direct and Interactive Marketing

 City University, Queens College Master of Arts, Writing

 Molloy College Bachelor of Arts, English

**SKILLS**

* Excellent communication skills with the ability to make information relatable to a variety of audiences
* Demonstrable track record of professional interviewing skills, research skills
* SEO writing and deep industry knowledge of all aspects of SEO, direct response marketing
* Excellent management skills with an ability to lead, motivate and work with individuals across all levels of an organization internally and externally and through remote or telecommuting methods
* Proficient at project management systems including Asana, Trello; instant communication channels including Skype, Slack, Viber; marketing automation systems including Buffer, HootSuite, SharpSpring, HubSpot, MailChimp, Constant Contact; SEO tools including Google Analytics, Google Keyword Planner, SEM Rush, SEO Quake