


# JENNI BROWN

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BRAND STRATEGIST +  
CREATIVE PRODUCER

## SKILLS

Leading creative teams

Fluent in design, copywriting,  
and brand marketing

Turning insights into plans and  
executions

Left-brain meets right-brain

Strategic brand positioning

Copywriting + editing

Web & collateral design

Systems + process

## EDUCATION

MFA, WRITING  
University of San Francisco  
2012 – 2015

BA, COGNITIVE SCIENCE  
University of California, Irvine  
2002 - 2006

BA, LEGAL STUDIES  
University of California, Irvine  
2002 - 2006

## PROFILE

I am a brand strategist and creative producer who thrives on leading teams in creative initiatives that help brands connect more deeply with their customers.

I've been called a "driver meets cheerleader" – someone who is incredibly organized, yet rallies the troops to keep momentum and spirits high while getting great work done. I have behind-the-wheel experience as a designer, writer, and brand marketer, meaning I am fluent in their needs and challenges. As a self-proclaimed "Type A Creative" my expertise is leveraging both my left-brain and my right-brain to solve problems and create strategic impact.

My dream? To team up with other cross-functional creatives who are equally delighted by collaborating on amazing work.

## EXPERIENCE

PRIMD MARKETING | SAN FRANCISCO, CA | 2014 – 2018

### *Co-Founder, Brand Strategist & Creative Producer*

Prim'd Marketing is a brand strategy + creative studio helping dynamic brands craft a presence to be clear, coherent, and most importantly, to resonate with their customers.

As the lead strategist and creative producer, I was responsible for crafting core strategies, then leading creative teams to execute those plans:

- Worked with 80+ B2B and B2C brands to tell unique stories and produce online and offline materials
- Hired and managed teams of writers, designers, SEO experts, project managers, and social media managers
- Created airtight yet flexible organizational systems to manage the (often chaotic) creative process
- Hosted, lead, and was a [featured speaker](#) at workshops and events on brand marketing and strategy
- Presented over 35+ brand strategies to founding teams, owners and brands. Collaborated with teams to sell ideas and get internal buy in.
- Created large-scale brand strategies, including: competitive analysis, market opportunity, target customer profiling, and brand positioning
- Lead teams to execute strategies: name consultation, content creation, copywriting, identity design, graphic design, or web design.

## HUSTLES & HOBBIES

Host: [Type A Creative Podcast](#)

Head Instigator: [Creative Sunday Lab](#), a monthly artist meet up

Writer

Avid Traveler

Rock Climber & Backpacker

Digital Illustration

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## I'VE BEEN CALLED

Lightweight + Powerful

Whimsical + Methodical

Intelligent, Creative & Polished

Clear Communicator + Sharp Thinker

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*References Available Upon Request*

## ABPR | RICHMOND, CA | 2013

### **Marketing Lead**

Create customized marketing and PR outreach to maximize exposure for publishers such as Weldon Owen, Egg & Dart Press, etc. Experience includes managing email marketing campaigns, creating collateral for both online and offline content, and management of social media campaigns.

- Example titles include: Healthy Dish of the Day (Williams-Sonoma) by Kate McMillan Power Hungry by Camilla Saulsbury, and The Modern Menu by Kim Kushner

## TWELVEFOLD MEDIA | SAN FRANCISCO, CA | 2011 - 2012

### **Director of Marketing**

Worked with Executive and PR Teams to craft core brand identity, brand elements, messaging, collateral and implementation of re-brand from BuzzLogic Inc. to Twelfefold Media. Built ongoing strategy to continue increasing awareness and growth around Twelfefold Brand, including website management, SEO, blogging, and social media management.

- Worked with both internal and external teams to create website supporting new brand as well as additional supporting sales materials
- Ongoing campaigns to support continued growth include: social media strategy, maintaining company blog, national and local events calendar, campaigns around new product launches, etc.

## WEBVISIBLE | LOS ANGELES, CA | 2009 - 2012

### **Marketing Manager**

Lead strategy and execution of marketing programs that aimed to profitably attract and retain direct SMB and National clients. Contributed to product creation and development, through thought leadership and go-to-market strategies.

- Developed core messaging, value propositions, training, pricing and packaging various product launches.

## THE PEPSI BOTTLING GROUP | 2008

### **Sales and Marketing Coordinator**

In support of National Sales Division, executed National marketing initiative, "Space Race" to push for increased beverage sales in Gas and Convenience locations.

- Planned and implemented procedures for execution of marketing campaign in West Coast Business Unit; Campaign resulted in \$2M of additional secured shelving space