

JENNY REESE

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CONTENT MARKETING LEADER | BRAND STORYTELLER | CREATIVE DIRECTOR

Seasoned content marketing leader experienced in building high-impact content engines for B2B, SaaS, ecommerce and tech brands. Known for fast, precise 0→1 execution, creative resilience, scaling thought leadership and pipeline-driving content & brand strategies.

WORK EXPERIENCE

Director, Content & Brand Marketing | CommerceIQ • 2024–2025

- Built content engine from scratch, generating \$35M+ pipeline in one year.
- Increased share of voice from 1.6% → 9.2%, UV M from 7K → 294M and LinkedIn followers by 74%.
- Launched brand guidelines and managed full-funnel content strategy, thought leadership and internal comms.
- Utilized AI to scale campaign content production with high-quality, data-driven assets.

Director, Content & Brand Marketing | Wayvia (formerly PriceSpider) • 2023–2024

- Directed content, PR, and social strategy across paid, earned and owned channels.
- Led full company rebrand, including visual identity, messaging and tone of voice.
- Aligned marketing initiatives with sales, product and demand gen teams to meet business goals.

Head of Content Marketing / Creative Director, Copy | Cart.com • 2021–2023

- Built internal and external creative teams and launched content operations across channels including digital, social, OOH, events, email, etc.
- Published industry thought leadership content (blogs, bylines, reports) to engage, nurture and convert key personas.
- Created sales enablement assets: playbooks, product overviews, brochures, reports, etc.

Senior Manager, Product Marketing | Kinaxis • 2020–2021

- Developed product launch campaigns and sales enablement materials (demos, brochures, eBooks, videos, etc.).
- Co-created and co-hosted the Big Ideas in Supply Chain podcast.
- Launched cross-industry marketing campaigns and enablement tools.

Associate Creative Director, Retail & Supply Chain Marketing | Infor • 2016–2019

- Launched marketing & branding for a new retail vertical within an existing multi-billion dollar tech company which quickly scaled up to a significant LOB.
- Co-host and creator of the Reinventing Retail podcast and frequent author/ghostwriter in industry publications.
- Winner of Infor Leadership Award for exemplifying team management, brand strategy and thought leadership.

Earlier roles: Creative Director & Copywriter @ 9 Rooftops; Senior Copywriter @ Pronto Marketing; Editorial & creative positions in publishing & media.

CORE SKILLS

- Full-Funnel Content Strategy
- Brand Marketing, Messaging & Storytelling
- Creative Direction & Team Leadership
- Thought Leadership & Podcast Hosting
- SaaS & Ecommerce Marketing
- Sales Enablement
- SEO & Marketing Analytics

EDUCATION & CERTIFICATIONS

- University of Georgia | B.A. Journalism & Mass Communication
- eCornell | Marketing Analytics
- Trident Technical College | ASL Levels 1 - 3