JENNY REESE

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CONTENT & BRAND MARKETING LEADER | THOUGHT LEADERSHIP | CREATIVE DIRECTION

3x unicorn marketing leader with 10+ years of experience building high-impact brands and revenue-generating content engines for B2B, SaaS, AI and ecommerce companies. Expertise in 0-to-1 execution, brand transformation, executive thought leadership and AI-powered marketing. Combines strategic leadership with hands-on creative execution.

WORK EXPERIENCE

Senior Manager, Content & Thought Leadership (Contract) | Stord • Jun 2026–Present

- Spearhead copywriting, brand storytelling and content strategy for corporate website relaunch.
- Lead executive ghostwriting, social media and data-driven industry reports, including BFCM insights.
- Develop AEO-driven content strategies and campaigns spanning AI, agentic commerce and returns.
- Manage content operations, cross-functional projects and creative teams of writers and designers.

Independent Content & Brand Marketing Consultant | Cordance • Jan 2026–Present

- Develop multichannel content strategies for a private equity-backed portfolio of B2B SaaS companies.
- Drive brand storytelling, thought leadership, demand generation and sales enablement across industrial distribution and field service markets.

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

- Built a content engine from scratch, generating **$35M+ in pipeline** in one year.
- Increased share of voice from 1.6% to 9.2% and LinkedIn followers by 74%.
- Established brand guidelines, led full-funnel content strategy and leveraged AI to scale production.

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

- Led full company rebrand, including visual identity, messaging and tone of voice.
- Directed content, PR and social strategy across paid, earned and owned channels.

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

- Built creative teams and scaled multichannel content operations in a high-growth environment.
- Led industry thought leadership, demand-generating content and sales enablement.

Senior Manager, Product Marketing | Kinaxis • 2020–2021

- Developed product launch campaigns, cross-industry marketing and sales enablement.
- Co-created and co-hosted the *Big Ideas in Supply Chain* podcast.

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

- Launched brand and marketing strategy for a new retail vertical that scaled into a significant line of business.
- Co-created and co-hosted the *Reinventing Retail* podcast; recipient of the Infor Leadership Award.

Earlier Career: Creative Director & Copywriter, 9 Rooftops; Senior Copywriter, Pronto Marketing; editorial and creative roles in publishing and media.

CORE COMPETENCIES

Content & Editorial Strategy • Brand Strategy & Positioning • Executive Thought Leadership • Creative Direction & Team Leadership • AI-Powered Marketing • AEO/SEO • Demand Generation • Corporate Communications • Content Operations • Sales Enablement • Marketing Analytics

EDUCATION & CERTIFICATIONS

University of Georgia | B.A. Journalism & Mass Communication • **eCornell** | Marketing Analytics