



Jennifer Brake

Professional Summary

Innovative marketing leader skilled in creating and implementing marketing strategies, executing brand plans, and utilizing market research to identify customer needs. Demonstrated ability to increase brand visibility and market share for B2B companies and direct-to-consumer brands.

Accomplishments and Results

- Developed and led marketing campaigns that grew awareness, trial, loyalty, and advocacy to consumer audiences contributing to 81% sales growth (an increase of \$40M in revenue).
- Built and led marketing departments including planning, budgeting, hiring, and mentoring professional teams.
- Led one-year, three-year, and 10-year strategic planning processes including SWOT analysis, positioning, goals and objectives, forecasting, and budgeting.
- Launched 6 premium consumer brands in North America. Developed marketing plans including budget, brand messaging, packaging, content, channel marketing, and communication campaigns.
- Spearheaded market research studies and performed analysis identifying attitudes, awareness, and buying habits of target consumers; translated results into strategic and tactical marketing plans.
- Applied shopper and channel insights, along with brand strategic growth drivers to identify products, packs, and services to support customer/retailer plans and goal attainment.
- Developed websites, blogs, and e-commerce platforms delivering increases in visits by 65%, web leads by 25%, and sales by 10%.
- Led drip marketing campaigns to deliver \$4 million in sales and a 137% increase in online traffic.

Work Experience

Freelance - Freelance Marketer

United States

02/2019 - Current

Work with clients to provide marketing strategy, content marketing, and communication expertise.

- Develop marketing plans, branding, and promotional strategies.
- Devise and implement advertising and communications strategies.
- Website design and development including graphics, content creation, and keyword research.
- Content marketing creation including brochures, flyers, briefs, etc.
- Advise on branding, positioning, communications, and marketing tools.

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📍 New Port Richey, FL

🔗 <https://jenniferbrake.journoportfolio.com>

Skills

- Team Leadership
- Brand Management
- Market Research
- Digital Marketing
- Strategic Planning
- Advertising and Social Media
- Budget Management
- Communication and Content Strategy
- Product Marketing
- Marketing Analytics
- Customer Segmentation
- Campaign Development
- Event Planning
- Branding, Merchandising and Packaging
- B2B and DTC Marketing

Education

Cardinal Stritch University

Milwaukee, WI

Bachelor of Arts: Business Administration

05/2008

GPA: 3.9

Waukesha County Technical College

Waukesha, WI

Associate of Arts: Marketing

05/1996

GPA: 3.5

Hultafors Group North America - Director of Brand Marketing

Mequon, WI

12/2020 - 02/2023

Launched, managed, and promoted ten (10) premium brands that grew brand awareness, retail growth, and market share.

- Enhanced brand recognition by developing and executing creative marketing campaigns.
- Led strategy to define mission, vision, and values for the company leveraging insights to develop multi-year strategic marketing communication plans.
- Deployed VOC and primary research projects to develop brand platforms including promise, positioning, and visual graphics; developed campaigns and marketing content distinct to each brand's unique value.
- Built, led, and mentored the marketing team, leveraging individual skills, maximizing efficiency, streamlining processes, and prioritizing projects.
- Established brand consistency across all communication channels (print, digital, event, social), elevating the company's overall image and reputation.
- Managed successful product launches and rebranding initiatives, resulting in increased sales and market share.
- Oversaw all digital and offline marketing; website, SEO, email campaigns, social media, advertising, influencer outreach, in-store merchandising, and trade show marketing to reach and engage with consumers and retailers.
- Led the development of creative materials, and oversaw relationships with agencies, creative vendors, and licensing partners.
- Optimized marketing budgets, allocating resources efficiently for maximum ROI on campaigns.

Hultafors Group North America - Marketing Manager

Mequon, WI

02/2019 - 12/2020

Led branding, marketing, and communications for Johnson Level and Hultafors Tools brands in North America.

- Increased brand awareness by developing and implementing strategic marketing campaigns.
- Established brand positioning and executed brand guidelines and brand-building initiatives.
- Boosted sales performance through the creation of engaging promotional materials and targeted advertising strategies.
- Built from scratch and led a professional marketing team responsible for branding, communications, and product launches including advertising, digital, retail, social, and PR campaigns.
- Developed brand stories and omnichannel marketing initiatives increasing brand preference, engagement, and reach to targeted audiences and retailers.
- Drove brand awareness, end-user database development, and customer acquisition through SEA, SEO, email, trade shows, field events, social media, PR, and other communication vehicles.
- Designed packaging, merchandising, retail displays, print and digital content, advertising, and PR.
- Launched 50+ new products and refreshes through dynamic campaigns including digital, influencer, PR, and retail.
- Organized successful trade show exhibits, showcasing products/services effectively to potential customers or channel partners.

Marking Services, Inc. - Marketing Manager

Milwaukee, WI

04/2013 - 11/2018

Developed and executed strategic marketing to drive brand recognition, customer engagement, and global business growth through digital and traditional marketing channels.

- Increased brand awareness by developing and implementing strategic marketing campaigns.
- Devised data-driven marketing strategies, utilizing analytics tools to track campaign success and refine tactics as needed.
- Established the marketing department; hired, coached, and led a corporate marketing team.
- Directed all marketing efforts of print and digital media including e-campaigns, social media, website, and video.
- Analyzed market trends to identify new opportunities, adjusting marketing plans accordingly for maximum effectiveness.
- Designed websites (US, Canada, Australia) and an e-commerce platform with 37k standard and custom products.
- Developed an internal electronic ordering system to streamline the ordering process, and increase order accuracy while reducing customer acquisition and retention costs.
- Spearheaded digital marketing, PPC, online advertising, social media content, and e-campaigns.
- Created catalogs, service literature, product sell sheets, and other marketing collateral.

Serigraph, Inc. - Marketing Manager

West Bend, WI

01/2005 - 04/2013

Developed and executed marketing strategies for eight (8) business units increasing revenue and growing market share.

- Launched Inbound marketing initiatives including blog, social media, email, and online nurturing campaigns.
 - Designed a website to showcase the company brand and service capabilities, and display products as best in the industry.
 - Developed target market studies to unlock and expand new customers, industries, and products.
 - Coordinated trade shows and technology showcases that deliver the best possible audience and ROI.
 - Created product sell sheets, literature, customer-focused sales presentations, and other marketing collateral.
 - Implemented advertising campaigns in key trade publications for new market development.
 - Managed social media accounts for optimal audience engagement and increased online presence.
 - Coordinated sales meetings to convey the strategic vision and celebrate major accomplishments.
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Technical Skills

Adobe, Microsoft Office, WordPress, Squarespace, Google Analytics, AdWords, HubSpot, Constant Contact, Canva, EPiServer eCommerce /CMS, SharePoint, OneDrive, Google Docs, Dropbox, Reputation, Basecamp, Dynamics CRM, Salesforce CRM, SPSS Statistics, Titan CMS, Access, InstaPage, Slack, Facebook, Instagram, YouTube, Vimeo, LinkedIn, TikTok