

JENNIFER PINNER

STORYTELLER. WRITER.
BRAND ADVOCATE.

PROFILE

Facts tell; stories sell. I'm an award-winning former journalist and marketer who's supported multimillion-dollar brands for their copywriting and strategic communications needs, and created copy following strict partnership brand guidelines for ©Disney, Universal, Warner Bros., DreamWorks and Illumination.



CONTACT

- **Website :**
JenniferPinner.com/Portfolio

EDUCATION

**B.A. Journalism & Mass
Communications**
Arizona State University
2001- 2005

SKILLS

PROFESSIONAL

Wordpress

Social Media Strategy

Content Marketing

Mass Communications

Deadline-Driven

Spanish-Proficient

Wordpress-Proficient

Microsoft Office-Proficient

EXPERIENCE

DIRECTOR, FIELD MARKETING & COMMUNICATIONS

Origami Owl, LLC | Oct 2015-Present

- Built and leads the charge as senior copywriter and content strategist for company's marketing communications efforts.
- Guides creative communications to strengthen and maintain the company's brand voice across all websites and marketing pieces, including licensing partnerships with Disney, DreamWorks, Illumination and Warner Bros.
- Reports KPIs related to email analytics, in-app content sharing and feedback on key platforms for continual improvements and potential opportunities for growth.
- Created and is the social media community manager of organically-grown, 32,000+ Facebook Group of business owners.
- Partners with Executive Team and Founders for messaging and mass communications support for sensitive and breaking news initiatives.
- Manages and leads large daily execution load including promotional materials, independent business owner email communications, educational and marketing flyers, social media asset copy and website copy daily.
- Leads strategy and execution for social sharing app.
- Enterprises client success stories to write and produce for LiveSparkly.com.

AWARDS

3-Time MarComm Platinum Award Recipient

- Vemma Action Plan
- VemmaNews.com -content marketing platform
- Vemma Insider - weekly email series

Silver Stevie Award Recipient

American Business Awards

- IsaFYI.com content marketing platform

Arizona Storytellers Project

Featured Storyteller

Nieman Award for Journalism Series "Mesa en Transicion"

Nieman Foundation for Journalism at Harvard University

Two-time Hearst Journalism Award

June 2005 - Feature and Personal Profile

REFERENCES

Available Upon Request

ADDITIONAL ROLES

MANAGER OF COMMUNICATIONS

Isagenix International | Feb 2008- Feb 2014

MARKETING WRITER

Educational Options LLC | Feb 2007- Feb 2008

EDUCATION REPORTER

East Valley Tribune Newspaper | Sept 2005 - Feb 2007

DIRECTOR, COMMUNICATIONS & FIELD DEVELOPMENT

Vemma Nutrition | Feb 2014- Oct 2015

- Managed strategic and content marketing communications plans focused of product launches, continuing education, and entrepreneurs; established and contributed content daily to company blog, VemmaNews.com.
- Assessed ROI of social media, blog and SEO efforts.
- Reported measurable impacts of communications campaigns to CEO and COO.
- Conceptualized and created new training tools for affiliate marketers to assist with streamlined, consistent sales messages.
- Managed and assisted a team of writers and social media professionals who developed content, tracked and interacted with a highly engaged Customer population for all major platforms (Facebook, Instagram, Twitter, LinkedIn, Vine, Google+).
- Planned, reviewed and assisted with execution of weekly email to more than 100,000 business affiliates; tracked and reported outcomes.
- Coordinated, wrote and managed critical, late-breaking PR and field communications with the company's Founder and CEO as well as top executives.
- Worked with outside PR company to assist with strategic and crisis communications.
- Proactively identified and pursued positive PR opportunities including applying for awards and writing positive news stories for industry blogs.
- Ensured consistent global messaging was disseminated across 51 countries worldwide.