

JENNIFER PINNER

STORYTELLER. WRITER.
BRAND ADVOCATE.

PROFILE

Facts tell; stories sell. I'm an award-winning former journalist turned brand director who's guided the story development and activation of multimillion-dollar to billion-dollar global brands across key consumer mediums and B2B websites. A good story starts with understanding your audience and intended goal, and that's where I come in.



CONTACT

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

EDUCATION

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

SKILLS

PROFESSIONAL

Product Brand Management
Social Media Strategy
Content Marketing
Mass Communications
Deadline-Driven
Spanish-Proficient
Wordpress-Proficient
Microsoft Office-Proficient

EXPERIENCE

DIRECTOR OF GLOBAL COPY + CONTENT

BESTWAY USA | Nov 2021 - Present

- Oversees and guides global brand strategy for all copywriting needs across product packaging, positioning and naming; advertising, PR and social media campaigns; ecommerce and email
- Oversees B2B A+ e-commerce content supplied to major retailers such as Amazon, Walmart, Costco, Spreetail and more to support U.S. sales
- Personally executes storytelling brand copywriting for high-profile U.S. and global projects including large-scale ads, presentations and video projects
- Collaborates with global office team members to ensure continuity in copywriting style, and effective global messaging
- Led the creation of high-revenue generating spare parts project and scaled for global offices
- Created the company's first global brand copy guide and web-based style book, establishing and scaling key resources to maintain brand standards for the story, voice, tone and style for all global brands
- Facilitates and leads monthly professional development across Creative and Marketing teams to support growth and retention
- Oversees global product categorization, collaborating with product development and infrastructure teams in the U.S., Shanghai and Milan to ensure clear organization and effective strategy

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

DIRECTOR OF COMMUNICATIONS & FIELD DEVELOPMENT

Vemma Nutrition| Feb 2014- October 2015

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, FIELD MARKETING & COMMUNICATIONS

Origami Owl, LLC | Oct 2015-2021

- Built and led the charge as senior copywriter and content strategist for company's marketing communications efforts.
- Guided 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 was the social media community manager of organically-grown, 32,000+ Facebook Group of business owners.
- Partnered with Executive Team and Founders for messaging and mass communications support for sensitive and breaking news initiatives in addition to PR news releases.
- Managed a large daily execution load including promotional materials, independent business owner email communications, educational and marketing flyers, social media asset copy and website copy daily.
- Led the strategy and execution for key social selling app.
- Enterprised client success stories to write and produce for LiveSparkly.com.