

# JENNIFER GREGG

DIRECTOR OF MARKETING AND COMMUNICATIONS

## CONTACT

724-889-5423

jennifer@umentoagency.com

New Kensington, PA

## FREELANCE PORTFOLIO

<https://jennifer-gregg.com>

## QUALIFICATIONS

- Led the marketing effort on 20+ product launches into multiple categories.
- Worked as the primary contact for agency relations for multiple long term projects including delivering a full suite of new branding for the release of the Isaly's Ice Cream product line.
- 12 years of experience coordinating multi channel marketing campaigns that have resulted in year over year double digit growth.
- 9 years of experience managing multiple brands and product lines.

## EDUCATION

### Pennsylvania State University

State Park, PA

Bachelor's Degree in Energy and Sustainability Policy

## APPLICABLE SKILLS

- Leadership
- Marketing Strategy
- Digital Marketing
- Paid Media
- Brand Strategy
- Media Relations
- Partnerships & Sponsorships
- SEO
- Budget Creation & Management
- Content Marketing
- Asset Creation
- Hiring - Agencies and Staff

## PROFILE

Dedicated and results-driven marketing professional with 12 years of experience in leading a team, digital marketing, traditional marketing, communications, product launches, asset creation, web design and development. Freelance web designer and developer for select projects. Seeking a senior level marketing position to leverage my expertise in online and traditional marketing strategies, optimizing web presence, and leading cross-functional teams to achieve organizational goals.

## WORK EXPERIENCE

### Director of Marketing and Communications

Conroy Foods, Inc. and Isaly's LLC 2021-Present

- Direct the marketing and communications department's strategy for growth and branding, directly reporting to ownership quarterly.
- In conjunction with the sales team's efforts, we've seen year over year double digit growth resulting in the need to add an additional production line to keep up with demand.
- Design and create all digital and print advertising for multiple brands.
- Proofread all major external communications and deliver internal communications.
- Manage our internal team and relations with external creators and agencies.
- Create and adhere to yearly and campaign marketing and communications budgets for two brands.
- Manage all media relations, press releases, and maintenance of relationships with key media contacts.
- Monitor analytics to inform strategy and measure the impact of our efforts.

### Digital Marketing Director

Conroy Foods, Inc. and Isaly's LLC 2015-2021

- Managed digital marketing efforts including social media marketing, influencer marketing, email marketing, SEO, and advertising (display, search, and remarketing) for this corporation including a regional and multi-national brand.
- Created and adhered to yearly and campaign digital marketing budgets for two brands
- Managed e-newsletter with an average 26.1% open rate and 3.4% CTR (industry average: 15.68% & 2.01%)
- Led a targeted 6 month SEO push that resulted in a 203% increase in organic traffic
- Assisted in the development and spearheaded the execution of Isaly's Ice Cream launch through a strategic campaign involving multiple digital streams of marketing, influencer outreach, multiple partnerships with organizations such as the Pittsburgh Zoo, Pittsburgh Marathon and Pittsburgh Pirates, sampling events, social media, PR, as well as unconventional methods such as building a float for the Pittsburgh St. Patrick's Day parade, having our mascot run the Pittsburgh Marathon Relay and more. This resulted in the successful launch and expansion of the brand.

### Social Media Manager

Conroy Foods, Inc. 2012-2015

- Built a social media presence for the brand including Facebook, Twitter, Instagram, YouTube and Pinterest
- Created engaging content- including photographs, video, graphics, motion graphics, and copy-writing