

JILLIAN PETERSON

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FULL-STACK MARKETING

Motivated and reality-driven marketer seeking a challenging position in a dynamic organization. Offering a strong foundation in advertising strategy and planning, content marketing and project management, with a proven ability to work efficiently and execute in fast-paced environments.

EXPERIENCE

Content Marketing Manager

Aug 2023 - Present

LeaderFactor

- Leads in the creation and execution of all content marketing strategy at LeaderFactor, driving and supporting outreach campaigns, ad campaigns, content writing, CRM management, landing page optimization, sales asset creation, deck building, social media management, and reporting
- Creates and maintains the tone and voice guidelines for the brand to ensure unity across product, sales, and customer success functions
- Developed, planned and led weekly webinars with 100 CHROs and Heads of L&D (both active and potential clients) as part of a global campaign
- Supports the VP of Sales in creating custom pitch assets for enterprise offers and deals, infusing strategy, research insights, design, case studies, and copywriting into the experience

Content Writer

May 2022 - Aug 2023

LeaderFactor

- Provided optimized and engaging copy for case studies, web pages, ebooks, email marketing, product marketing, sales assets, and all other content needs
- Curated a weekly newsletter with a subscriber count of 70,000 and an average open rate of 22% to maintain mid-funnel engagement
- Built and maintained an AI process to generate templates for and write over 100 SEO blog posts, improving search rating by 20 points in four months
- Managed all social media efforts for LeaderFactor itself and its CEO, Timothy R. Clark. Increased CEO's impression count by over 5.3 million impressions and improved follower count by over 20K followers in less than a year

Strategist

Jan 2022 - Dec 2023

BYU AdLab

- Assisted a university professor in writing a research paper on AI in Advertising
- Generated creative briefs for art directors and copywriters to use in their portfolio work, spec work, and various client projects

Media Director

Jun 2020 - Dec 2021

The Church of Jesus Christ

- Managed the Facebook and Instagram accounts of 10 different congregations in Slovakia and The Czech Republic, including paid ads, optimizing profiles, and brand building
 - Prioritized relationship building in these countries by learning Slovak and Czech in 9 months
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EDUCATION

Bachelor of Advertising Strategy

Brigham Young University

SKILLS

Writing | Content Marketing | B2B Digital Marketing
Lead Generation | Data Storytelling | Campaign
Management | Research | Branding