

JEANNE GRUNERT

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www.marketing-writer.com

Skills Summary

- Full-time professional freelance writer and marketing consultant with over 30 years of experience creating award-winning marketing and sales pieces, marketing plans, articles, blog posts, web pages, SEO copy, white papers, reports, and books.
- Highly reliable, mature, deadline-oriented, excellent research skills.
- Skilled in WordPress, SEO research and writing, Agile/Scrum environments, and project management.

Experience

Seven Oaks Consulting

President | Senior Writer

Copywriter, marketing writer, SEO writer, editor, website content director for companies worldwide in the technology, healthcare, publishing, education and manufacturing sectors. Freelancer working on a monthly basis for marketing agencies, publishers, and businesses. Led telecommuting teams of writers, editors and other marketing professionals to achieve client goals.

iAM Marketing

Vice President, Client Services and Editorial Director

Head of client services creating marketing strategies, plans and programs for clients. Acted as main point of contact for all client communications. Supervised content producers and writers to create press releases, press kits, sales sheets, social media posts, articles, blog posts, website copy, video scripts and more.

McGraw-Hill

Director of Marketing

Led sales and marketing for education publisher. Branding work received American Graphic Design Award for Best Brand Strategy. Marketing materials helped secure over \$10 million in sales in a one-year period.

Teachers College Columbia University

Director of Outreach

Led marketing communications and donor relations for teacher professional development segment of renowned Ivy-league university. Created first education workshop franchise in the nation.

The College Board

Director of Marketing, K-12 Division

Director of marketing for all products in the K-12 division including the Advanced Placement Program, PSAT/NMSQT and SAT test prep. Led the development of branding and marketing for SpringBoard (now Pre-AP) program. Won Best Branding American Graphic Design Award for Pre-AP brand. Improved direct mail program to save company over \$100,000 per year in postage costs. Increased direct marketing revenues by 5x over one-year period.

Financial Services, Horticulture Marketing, and Publishing

Copywriting, direct marketing, marketing communications and marketing management experience for companies in the New York City area.

Awards and Acknowledgements

Lester Wunderman Award of Direct Marketing Excellence

Constant Contact Email Marketing Award

New York University Award of Excellence, Direct and Interactive Marketing

American Graphic Design Awards 2003, 2004, 2007

Education

Master of Science, Direct and Interactive Marketing

New York University – Awarded with Distinction

Master of Arts, Writing

CUNY Queens College

Certificates

HubSpot Inbound Content Marketing, Retail Management, Pre-MBA Fundamentals, Adult Education