

# Jennifer Anderson

<https://jenanderson.journoportfolio.com>  
[jen@jenanderson.consulting](mailto:jen@jenanderson.consulting)

310.701.9884

## EXPERTISE

### Writing & Copyediting

Short & Long-form Copy All Mediums  
Repurposing / Refreshing Content  
Brochures, Website, Video Scripts  
Technical Training Materials, Bios  
Newsletters, Speeches, Articles,  
Memos, Blogs, Presentations  
Print (full cycle) & Online / Mobile  
Digital Campaigns  
Marketing & Business Development  
Brand & Image Development  
Project & People Management

### Corporate Wellness

Mindfulness / Meditation  
Workshop Facilitation Program  
Development & Deployment  
NLP & Performance Coaching

## SKILLS

**Mac & PC**; Canva Design; SM / Ads  
Posts; Social Media Strategy; Blogs  
Hootsuite; SEO; Basic HTML; Adobe  
Email & Digital Marketing; Mailchimp  
Content Management Systems  
WordPress, Squarespace &  
Photoshop

## EDUCATION

**BS in Business Management**  
1997, State University of New York at  
Stony Brook

### NLP Practitioner Certification

2012 (Neuro Linguistic Programming)

**Continuing Education:** Business  
Writing, Proofreading, Copyediting,  
Creative Writing, Script Writing

## Clear, Creative & Targeted Communications

Dynamic **Marketing / Communications Strategist**, 20 years experience creating and driving strategic internal & external communications, and overseeing brand management and business development initiatives, ensuring **clarity, consistent tone, and branding. Takes complex information and makes it simple and sexy.** Creates **engaging and concise goal-driven content while successfully keeping multiple balls in the air and hitting deadlines.** Works closely with senior management to **strategize, develop and integrate effective digital & hard copy, long or short-form** communications within overall business strategies. Highly effective working independently or in cross-functional teams and managing teams on and off-site across time zones. **Known for writing compelling copy, enthusiasm, inspiring others, creativity / ideas, ease in relationship building, sense of humor and being upbeat. Happy.**

## EXPERIENCE

### Consultant / Freelance

9/07-present

#### Writer / Marketing & Business Development Manager / Communications Strategist

**For numerous clients:** Launch small businesses on all platform including technology aspects and support: Write website content and design, digital marketing, messaging, writing projects/marketing collateral and social media in PR, Technology, Banking, Finance, Insurance, Film, Physicians, Service & Wellness: all digital, capabilities brochures, articles, campaign collateral, executive bios/resumes, one-sheets, videos, change management, rebranding, business cards, articles / blogs, Mailchimp newsletters; Lead Writer for bimonthly curated wellness package collateral including contents letter; Managed internet radio show on VoiceAmerica: booked guests, managed promotions; wrote: Press Releases, weekly show descriptions, Host & Guest bios and show outlines; maintained calendar/studio times, enjoyed 7500+ worldwide listeners and 14K followers on Twitter, **moved from 75th in ranking to 10th (top ten)**; Helped write investor updates; Kept tight deadlines and multiple balls in the air amidst constant global travel.

**Corporate Wellness Consulting** for businesses / individuals to enhance well-being, performance / sales and cultivate an environment of excellence

### SQ Foundation

#### Head of Marketing & Communications, Lead Writer

4/17-11/19

Drove marketing and communications plan; Key part of team responsible for having successfully met and exceeded fundraising and revenue goals; Oversaw and managed website: [sq-foundation.org](http://sq-foundation.org); Wrote all newsletters, blogs, social media / campaign content, letters and web content; Managed team: social media and design; Engagement: Events / Auctions / Cross-promotions [Foundation dissolved amidst new international regulations]

### AML Partners (New York, NY)

3/07-6/09

#### Technical Writer, Engagements with National Bank of Egypt & LBBW

Created all regulatory and compliance-related policy, procedural, functional and technical training documents; Worked with C-level bank and technology professionals along with Anti-Money Laundering Consultants to develop collateral: Technical Guides, CIPs (Customer Identification Program), BSA (Bank Secrecy Act) / AML Compliance Programs and multiple ancillary documents; Ensured federal compliance.

### New York Life (New York, NY)

6/06-4/07

#### Consultant, Strategic Marketing & Communications Group, Corporate Intelligence

Key Member of team brought in to manage a large content management system upgrade and site reorg with 6 service lines numerous content buckets – drafted communications for related activities, handled internal and external research, synthesized and presented results & recommendations, created new and reworked old content to promote sections, and assisted with testing scripts; Responsible for writing, marketing, publishing and developing “InsideCI,” a NYL corporate intranet for over 1400 users in 5 locations; Assisted with team and intranet promotion and eminence building activities; Analyzed monthly website traffic reports on site statistics, marketed accordingly; Assisted in driving site marketing plan.

## KEY ACHIEVEMENTS:

- **Increased overall site publishing** by 44% with 1.5 people (previously, 3 people handled, increasing overall site traffic by only 4% over previous year during same 4-mo. period)
- **Hit weekly publishing deadlines** - 100%
- **Spearheaded “Ask the Execs” feature**, a weekly online Q&A forum and championed a popular “Behind the Scenes” article series and year-end reports on individual section stats for all Executives
- **Created a Style Guide** to develop consistency on site and helped outline publishing procedures for a new department-wide distributive publishing model

## EXPERIENCE, continued

### Deloitte, Global Headquarters (New York, NY)

6/98-4/05

Marketing/Communications Specialist 1/00-4/05

Communications Associate 6/98-1/00

Strategized, managed and developed strategic internal / external materials: web content, brochures, newsletters, articles and presentations; Identified communications needs, obstacles and solutions by working closely with C-level and senior professionals around the world to **service 140 countries** – created and drove action plans, ensuring consistent voice and firm branding in all collateral; Managed strategic partnerships and alliance sponsorships, including the Marketing Leadership Council and the *Economist*.

## KEY ACHIEVEMENTS:

- **Championed the creation of *On Track***, an electronic newsletter for 1600 professionals in over 140 countries, oversaw design, editorial calendar, wrote and edited content
- **Co-managed and launched first-ever Global Office Intranet**, designed to improve client-facing activities, reduce proposal turn-around time, ensure cohesive firm branding and “one voice” and promote best practices knowledge sharing across industry and service line groups worldwide (identified, wrote, and oversaw content postings/publishing)
- Responsible for Marketing & Business Development content development/enhancement and publishing for “Deloitte Resources,” a global Intranet site **for over 1000 client service professionals** in several regions/countries: Developed and managed content plan that included new site architecture, refreshing content, and numerous group pieces for launch
- **Spearheaded competitive intelligence (CI) research and generated first-ever CI Report for Executive Group**, which quickly became a standard quarterly and helped launch a new strategic marketing area
- **Conducted 7 global industry communications audits with Global Industry Managing Partners**: recommendations served as basis for a newly developed integrated global communications plan—assisted in change management activities
- Maintained global Internet database: reviewed and edited over 50 member firm websites prior to global site integration
- Managed communications planning for implementing high-level global initiative “*The Deloitte Approach*,” —a framework for client service that identifies best practices, tools and online database resources for account and opportunity management
- Worked with / managed outside graphic designers, vendors, and video teams to produce promotional pieces and multimedia
- Represented Global Firm at global conferences and meetings / facilitated all communications activities