

ELIZABETH (LIZ) JARRELL

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DRIVING BRAND GROWTH & DIGITAL REACH FOR DIVERSE AUDIENCES

Award-winning leader and writer with demonstrated success in supporting multi-million-dollar initiatives and high-impact content strategies across diverse sectors. Crafted engaging narratives for Teladoc Health's landmark mental health solution, blending clinical insights and consumer needs to boost engagement and retention.

- ✓ At the Financial Planning Standards Board, transitioned to an acting director role, orchestrating content strategy that led to the organization's most successful consumer awareness campaign to date with a reach extending across 24 countries.
- ✓ Known for exceptional leadership in content innovation and strategic direction; recognized for propelling organizational goals through insightful content architectures and digital transformations.
- ✓ Championed collaborative work environments; leveraged cross-functional expertise to amplify project outcomes; drove significant growth in brand visibility and user interaction metrics.

AREAS OF EXPERTISE

Content Strategy Development and Management | Digital Content Creation | Project Lifecycle Management | Team Leadership and Training | Brand Development and Positioning | Analytics and Performance Measurement | Social Media Strategy | Public Relations and Media Outreach | Diverse Stakeholder Management | Website and CMS Management | Copywriting, Editing, and Proofreading | Integrated Marketing Communications | Client Relationship Management

PROFESSIONAL EXPERIENCE

TELADOC HEALTH (PREVIOUSLY LIVONGO), Remote

2020 – Current

Associate Creative Director, Copy (2023 – Current)

Content Strategist/Writer (2020 – 2023)

Spearheaded content strategy for the launch of a high-profile mental health offering (Teladoc Health's expanded mental health solution post its \$18.5B merger with Livongo, the largest digital health deal at the time); crafted the entire member enrollment journey and established pivotal marketing touchpoints that enhanced consumer engagement and brand integration. Subject Matter Expert (SME) for new brand and creative hire training to ensure cohesive brand messaging across platforms.

- Championed the international expansion of myStrength Canada by recommending effective messaging, as well as adapting content to meet localized market needs and regulatory requirements for a 13-piece journey.
- Led the transformative B2C enrollment project, 'CCM Reimagined,' by developing the multi-touch content approach, defining content production needs/standards, and advocating for positive member experience.
 - Achieved 106% increase in initial enrollments and set new operational standards for future campaigns.
- Created content guidelines for the integration of Advanced Practice Providers (the first time in the company's 20-year history) by conducting competitive analysis and advising on focus group research to ensure compliance with advertising regulations.
 - Re-translated the guidelines for CMO and SVP of B2C Marketing, secured buy-in, and provided extensive training on the guidelines to creative and marketing teams.
- Drove success of Teladoc Health's first 'Brand Day' event that included workshops and engagements across U.S. offices for 5K+ employees.
 - Developed key content, including a well-received event script/theme and talking points in alignment with C-suite expectations and the company's new branding initiatives with minimal creative direction.

- Conceptualized and drafted content for ‘Doctor in Your Pocket,’ an online video that emerged as the most effective advertisement for Teladoc Health and boosted likelihood-to-use metrics by 11 points – a major achievement in consumer engagement.
 - Earned the Q2 2022 ‘To Infinity & Beyond’ award among over 200 marketing professionals.
- Managed a complex, multi-stakeholder project under tight deadlines that involved launching Teladoc Health’s virtual primary care product – a key revenue driver within its inaugural year.
 - Became SME for content and messaging to drive the success of integrated campaign across multiple digital channels.
 - Together with the team, earned recognition for exceptional content creation and GOLD award at the Hermes Creative Awards for the virtual primary care product launch campaign that impacted revenue generation and brand positioning.
- Created a new messaging approach for Teladoc Health’s welcome letter mailer – the ‘hardest working’ communication asset for new members.
 - Conceptualized a strategy that became the first successfully launched asset under the new consumer brand.

FINANCIAL PLANNING STANDARDS BOARD, Denver, CO

2019 – 2020

Senior Manager of Communications

Acting/Interim Director of Communications (2019, Feb-Jul)

Stepped into the role of Acting/Interim Director of Communications immediately upon hire and reported directly to the CEO. Spearheaded global communication strategies across 26 countries in alignment with diverse regulatory environments and cultural nuances for CERTIFIED FINANCIAL PLANNER professional certification. Developed and executed multifaceted B2B and B2C communication plans to effectively address unique market needs and enhance engagement with professionals and consumers.

- Boosted brand consistency and engagement across global platforms by curating and maintaining a diverse array of content for websites, emails, newsletters, publications, and social media.
- Expanded FPSB’s global reach and influence by driving public relations efforts encompassing press release distribution, media interviews, and relationship cultivation.
- Consistently improved user experience across organization’s corporate and India program websites by overseeing maintenance and optimization, leveraging CMS for creating copy updates, and collaborating with developers on enhancements.
- Maximized event visibility and engagement by preparing collateral, social media promotion strategies, and speeches.
- Led FPSB’s most successful global consumer awareness campaign across 24 countries.
 - Achieved a 94% increase in traditional media reach and a 25% boost in social media engagement while promoting FPSB’s participation in global regulatory efforts to enhance consumer financial literacy and protection.
 - Created campaign microsite, collateral, articles, and social media messaging to maximize brand reach; successfully led outreach efforts and onboarded member organizations.

COLORADO PUBLIC EMPLOYEES’ RETIREMENT ASSOCIATION (PERA), Denver, CO

2016 – 2019

Public Relations and Communications Manager

Enhanced community education and engagement across digital, social, and print platforms by leading end-to-end development, as well as execution of content management strategies and communication plans for a diverse stakeholder base.

- Revitalized the weekly e-newsletter by redesigning its visual and content strategy to achieve a 34% increase in click-through rates and a 32.5% increase in open rates.
- Orchestrated a complete rebranding of the financial literacy blog by revamping its visual identity, user experience, and content strategy, ultimately improving user interaction and retention.
- Facilitated the most significant statewide community outreach initiative in eight years.
 - Directed deployment of a microsite by overseeing technical specifications and collaboration with agency partners to create engaging copy and interactive messaging vehicles.

- Managed development of 1.5M direct mail and electronic collateral pieces for 570K members, ensuring message consistency across assets.
- Championed dynamic social and digital marketing campaigns to achieve a significant increase in engagement with over 1.5M new impressions in total.

MASSACHUSETTS GENERAL HOSPITAL – The Clay Center for Young Healthy Minds, Boston, MA 2013 – 2016
Communications Director/Managing Director

Drove strategic communications and operational management by spearheading mission-aligned initiatives during the center's start-up phase; enhanced center visibility and stakeholder engagement through meticulously planned growth strategies.

- Led the launch of the center's website by creating a content strategy and information architecture, authoring all site copy, and managing the production of a launch library of over 60 blogs and 13 videos, boosting web traffic.
- Orchestrated a sensitive educational outreach program commemorating the 1st anniversary of the Boston Marathon bombing; skillfully managed the creation and timely delivery of diverse content forms including fact sheets, blogs, and podcasts while ensuring precise and empathetic communication.
- Achieved landmark media exposure and digital engagement by generating over 300 media appearances and 63M impressions, along with 400% and 300% increases in web traffic and page views, respectively.

Additional Experience: Senior Marketing Associate – Bank of America (Client) at Digitas (2011 – 2013); Marketing Specialist at SAP (2010); Marketing Specialist at TD Bank (2006 – 2009).

EDUCATION & PROFESSIONAL DEVELOPMENT

EMERSON COLLEGE, Boston, MA
Master of Arts, Global Marketing Communication & Advertising

THE UNIVERSITY OF MAINE, Orono, ME
Bachelor of Arts, Journalism (summa cum laude)

Participated in the "Leading with Executive Presence" course to enhance leadership capabilities and understanding of executive presence

AWARDS & RECOGNITION

"GOAT" Awards Nomination (2024)

Recognized in the Member-Focused and Impact categories for member advocacy and contributions within the B2C marketing team

"Infinity & Beyond" Award (2022)

Awarded quarterly to one standout individual within the 200+ B2C/B2B marketing teams

Healthcare AdAwards (2022)

Bronze for the "Doc in the Pocket" online video

Hermes Creative Awards (2022)

Gold for the Primary360 integrated launch campaign

TECHNICAL SKILLS

ChatGPT | Writer AI | Google Analytics | Meltwater | HubSpot | WordPress | Higher Logic | SharePoint | JIRA | Asana
 QuickBase | Oracle | Figma | Workfront | Wrike | Monday | MS Teams and 365 | Social Media | Vimeo
 Constant Contact | MailChimp