
SENIOR CONTENT STRATEGIST

Senior Content Strategist with proven experience in overseeing the ideation, creation and activation of short- and long-form communications materials, content marketing campaigns and end-to-end marketing communications programs for organizations in the health care, financial and technology industries.

- ✓ Led development and execution of multi-format content program for web-based education center within the Department of Psychiatry at Massachusetts General Hospital.
- ✓ Proficient in drafting, editing and maintaining multiple forms of content, including website copy, marketing collateral, articles, blogs, newsletters, publications, educational documents, presentations, annual reports, infographics, press releases, podcasts, online videos and social media messages.
- ✓ Demonstrated expertise in strategy development and execution, content management and integrated marketing with a noted ability to drive public education and outreach and increase brand exposure through multi-faceted communications plans.
- ✓ Adept at collaborating with globally distributed, cross-functional teams, contributors and subject matter experts.

Core Competencies:

Digital Content Development and Management • Copywriting, Editing & Proofreading • Project Management
Public Education & Outreach • Cross-Functional Collaboration • Relationship-Building • Brand Awareness & Development
Marketing & Communications Management • Integrated Marketing • Measurement & Analytics

PROFESSIONAL ACHIEVEMENTS & EXPERTISE

FINANCIAL PLANNING STANDARDS BOARD (FPSB) | Denver, CO

SENIOR MANAGER OF COMMUNICATIONS

2019 – Present

Function in multi-faceted role with direct accountability for stewarding, coordinating and executing FPSB's internal and external communications strategies targeting its global network of member organizations and diverse stakeholder base. Draft, edit and maintain multiple forms of content, including website copy, marketing collateral, articles, newsletters, publications, presentations, speeches, position papers, annual reports, infographics, press releases, online videos and social media messages.

- Build and maintain relationships with member organization staff, agency partners, vendors, media contacts and industry-adjacent representatives to effectively position and communicate FPSB's strategic initiatives.
- Lead public relations function, including drafting and disseminating press releases, coordinating interviews, tracking global reach and cultivating relationships.
- Manage optimization and maintenance efforts for FPSB corporate and India program websites, implementing copy updates via CMS and working with contract developers and agency partners on complex code changes.
- Facilitate panel of international marketing experts, managing quarterly calls, setting agendas, creating opportunities for knowledge-sharing and pushing forward panel's strategic priorities in alignment with organizational business goals.
- Support execution of global member events; draft speeches, contribute to collateral, banner and signage design, manage social media promotion and oversee media outreach and engagement.
- Directed global consumer awareness campaign spanning 24 countries, FPSB's most successful execution to date:
 - Led development of dedicated campaign microsite, onboarded member organizations and concepted and drafted all collateral pieces, press releases, educational articles, campaign reports and social media messages. Tracked key performance indicators against Board of Directors' expectations.
 - Advocated for and promoted FPSB involvement in global regulatory efforts to increase consumer financial literacy and protection.
 - Achieved estimated global reach of 412M across traditional media (94% increase over previous year) and 3.6M across social media (25% increase over previous year).

COLORADO PUBLIC EMPLOYEES' RETIREMENT ASSOCIATION (PERA) | Denver, CO

PUBLIC RELATIONS AND COMMUNICATIONS MANAGER

2016 – 2019

Oversaw development, management and execution of content management strategies, communications plans and community education initiatives targeting Colorado PERA's diverse stakeholder base. Served as key strategist in development of short- and long-form content for print, digital and social platforms. Partnered with senior executives to ensure consistent and effective messaging aligned with organization's vision and goals and Board of Trustees' expectations.

- Managed financial literacy blog aimed at educating millennial members and public service employees on range of retirement and financial topics. Drafted and edited informative blog posts to translate complex subject matter into engaging content for target audience.
- Developed and executed monthly editorial calendar, oversaw digital marketing campaigns and wrote and edited content for landing pages, blogs, website, email and social media.
- Led yearlong rebranding effort for blog, reimagining its entire visual identity, user experience, information architecture and content strategy.
- Directed transition of blog from WordPress to HubSpot within first month of hire; recognized as internal HubSpot subject matter expert on use and optimization.
- Facilitated internal work group of volunteer writers, editing and proofreading all contributions for consistency in voice, messaging and content flow. Identified key process issues, devising solutions to alleviate writer burnout while introducing efficiencies and maximizing content output.
- Overhauled weekly e-newsletter's visual design and content approach, resulting in 34% increase in click-through rate and 32.5% increase in open rate.
- Contributed to orchestration of most important statewide community outreach initiative in 8 years:
 - Spearheaded technical build of dedicated microsite within stringent deadline; collaborated with agency partners and internal staff to develop engaging copy and interactive messaging vehicles.
 - Managed creation and distribution of 1.5M direct mail and e-delivery collateral pieces to recipient list of 570K.
 - Headed development and implementation of social and digital/traditional campaigns, yielding 529,500+ and 1M+ new impressions respectively.

MASSACHUSETTS GENERAL HOSPITAL – The Clay Center for Young Healthy Minds | Boston, MA

COMMUNICATIONS DIRECTOR/MANAGING DIRECTOR

2013 – 2016

Provided strategic leadership for communications and operations management, serving in dual role to lead mission and goals of center during its early start-up stages. Led development and execution of communications and growth plans to drive center awareness and engagement. Drafted, edited and maintained all forms of content, including website copy, marketing collateral, blogs, newsletters, educational documents, presentations, annual reports, infographics, press releases, podcasts, online videos and social media messages.

- Managed web-based education center within Department of Psychiatry, working closely with physicians and Harvard Medical School faculty on development and dissemination of mental health information via speaking engagements, media appearances, blogs, podcasts and online videos.
- Partnered with videographer to create multiple online educational videos, recruiting for and coordinating interviews and developing story themes and content based on research.
- Launched center's website within first month of hire; devised content approach and information architecture, authored all website copy and edited full library of launch content, including 60+ blogs and 13 online videos.
- Managed social and digital marketing efforts, including drafting and posting content on social media platforms, updating website and maintaining editorial calendar.
- Led highly sensitive educational outreach initiative for 1-year anniversary of Boston Marathon bombing. Wrote and/or edited all materials for project, including fact sheets, blogs, social media messages and podcast scripts. Managed multiple deliverables within stringent deadlines to ensure successful project execution.
- Recognized for several notable contributions during tenure, including 300+ media appearances with 63M impressions, 400% increase in website traffic and 300% increase in total page views.

ELIZABETH JARRELL

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DIGITAS | Boston, MA

SENIOR MARKETING ASSOCIATE – BANK OF AMERICA (CLIENT)

2011 – 2013

Selected to take on Bank of America account, managing and executing up to 10 digital projects at any given time. Collaborated with internal creative, analytics, technology and search teams while managing agendas of multiple stakeholders. Contributed to development of strategic marketing communications aligned with client business goals.

- Developed, tracked and monitored key performance indicators to maximize efforts.
- Directed critical digital projects for national launch of BankAmeriDeals program, including multiple online videos and one of Bank of America's first responsive-web-design builds.

SAP | Waldorf, Germany

MARKETING SPECIALIST

2010

Supported go-to-market and sales enablement functions for global launch of SAP's game-changing Rapid Deployment Solutions (RDS) product portfolio. Contributed to sales and marketing team mandates through market and competitive analysis, marketing content development, program architecture build and sales enablement.

- Participated in global rollout of RDS, handling development of marketing content and brand messaging.
- Led multi-touch social campaign for product launch, driving 300% increase in launch event attendance.

TD BANK | Falmouth, ME

MARKETING SPECIALIST

2006 – 2009

Coordinated and hosted 40+ annual client events at Boston's TD Garden, Fenway Park and Gillette Stadium. Contributed to creation of marketing and messaging strategy to target audiences in US and Canada.

- Managed \$2.4M investment in tickets to professional sporting events, concerts and family shows for client entertainment, employee recognition and charitable donation purposes.
- Directed 4 corporate sponsorships for bank, overseeing partner relations, contract compliance, brand exposure and marketing opportunities.

EDUCATION

Master of Arts, Global Marketing Communication & Advertising

EMERSON COLLEGE, Boston, MA

Bachelor of Arts, Journalism (*summa cum laude*)

THE UNIVERSITY OF MAINE, Orono, ME

TECHNICAL SKILLS

Google Analytics • Meltwater • HubSpot • WordPress • TeamSite • Higher Logic • SharePoint • JIRA • Asana • QuickBase
Oracle • Social Media (Facebook, LinkedIn, Twitter, YouTube) • Vimeo • SoundCloud • Constant Contact • MailChimp