

JENNIFER BRAKE

Director of Marketing

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EXPERIENCE

Director of Marketing

02/2024

Summit Safety

Brooksville, FL

- Develop and execute comprehensive marketing strategies to enhance brand awareness and drive sales for the HiVis Supply and Dome75 brands
- Increased sales by 12% by planning and executing promotional activities, including seasonal campaigns and educational content
- Oversee the design, functionality, and updates of e-commerce and content websites, ensuring optimal user experience
- Lead five-person marketing team in implementing strategies for customer engagement, sales conversion, and building brand awareness through email campaigns, search optimization, page design, and social media
- Generated \$2.5M in revenue by overseeing PPC campaigns, e-mail marketing, and diverse marketing materials
- Achieved messaging consistency across 3 departments by collaborating with sales, product, and merchandising teams
- Improved product sales by 10% by guiding initiatives based on seasonal trends, inventory, and vendor relationships

Marketing Consultant

02/2019

Freelance/Self-Employed

Remote, United States

- Provide marketing strategy, content marketing, and communication expertise to clients in construction, education, healthcare, and consumer product markets
- Develop marketing plans, branding, and promotional strategies
- Create marketing collateral, including brochures, flyers, and briefs
- Design and develop websites, including graphics, content creation, and keyword research

Director of Brand Marketing

12/2020 - 01/2023

Hultafors Group North America

Mequon, WI

- Launched and managed ten premium brands, increasing brand awareness and growing market share by 15%
- Executed strategic plans for 5 years enhancing the companies' mission, vision, and values
- Conducted VOC and primary research projects to develop three brand platforms, including promise, positioning, and visual graphics
- Improved team efficiency by 25% by mentoring and leveraging skills of a six-member marketing team
- Managed 100+ successful product launches and rebranding initiatives, resulting in increased sales and market share
- Directed all digital and offline marketing efforts including, SEO, email campaigns, social media, advertising, influencer outreach, in-store merchandising, and trade show marketing
- Enhanced creative output by developing materials with 10 agencies and partners

Marketing Manager

02/2019 - 12/2020

Hultafors Group North America

Mequon, WI

- Led branding, marketing, and communications for Johnson Level and Hultafors Tools brands in North America
- Increased brand visibility by 20% by leading North American branding, marketing and omnichannel initiatives for top tool brands
- Executed brand guidelines and initiatives for 3 major brands including packaging, merchandising, retail displays, and print and digital content
- Expanded team capability by building and leading a 4-member team for key branding initiatives
- Expanded reach by optimizing digital and offline marketing efforts, including SEO, email campaigns, advertising, event marketing and managing 5 social media platforms
- Launched 45+ new products through dynamic campaigns, including digital, influencer, PR, retail and trade show exhibits highlighting products and services to customers or channel partners

SUMMARY

Innovative marketing leader with a proven track record in developing and implementing effective marketing strategies to enhance brand visibility and expand market share for both B2B and direct-to-consumer brands. Skilled in conducting comprehensive market research, managing brand identity, leading teams, and devising strategic plans. Demonstrated success in driving substantial sales growth and cultivating high-performing marketing teams.

KEY ACHIEVEMENTS

💎 Sales Growth

Developed and led marketing campaigns that raised awareness, trial, and loyalty contributing to 81% sales growth (\$40M in revenue).

💎 Team Leadership

Established and led marketing departments, including planning, budgeting, and mentoring high-performance teams.

💎 Strategic Planning

Directed one-year, three-year, and ten-year strategic planning processes, including SWOT analysis, goals setting and forecasting.

💎 Brand Launches

Launched six premium consumer brands in North America, including budget management, brand messaging, and communication campaigns.

💎 Market Research

Conducted four market research studies to identify consumer attitudes and buying behavior, translating results into actionable marketing plans.

💎 Digital Success

Increased website visits by 65%, web leads by 25%, and sales by 10% through website and e-commerce development.

💎 Marketing Campaigns

Led campaigns resulting in \$4M in sales and a 137% increase in online traffic.

