

JENNIFER BRAKE

MARKETING, BRAND & PORTFOLIO STRATEGY EXECUTIVE

Driving Revenue Growth, Brand Transformation, Organizational Change & Enterprise Portfolio Governance

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EXECUTIVE PROFILE

Strategic marketing and growth executive with 25+ years of experience accelerating revenue, building brands, leading enterprise initiatives, and developing high-performing teams. Proven success driving multimillion-dollar growth across manufacturing, construction, insurance, ecommerce, healthcare, and consumer products organizations. Recognized for aligning business strategy with marketing execution, creating governance frameworks that improve organizational performance, and transforming marketing and account management functions into enterprise growth drivers.

SELECTED CAREER ACHIEVEMENTS

- Contributed to 81% sales growth representing more than \$40M in revenue.
- Grew a flagship brand from \$27M to \$75M in annual revenue within three years
- Generated \$20M+ through successful product launches and commercialization initiatives.
- Directed marketing strategy across \$225M North American brand portfolio (10 premium global brands).
- Managed \$30M-\$40M annual marketing investments, including Amazon and digital channels
- Led 100+ product launches, rebrands, and go-to-market initiatives.
- Generated \$2.5M in revenue through digital marketing and demand generation programs.
- Built and developed high-performing marketing teams of up to 12 direct and indirect reports
- Designed enterprise governance, intake, prioritization, and reporting frameworks that transformed Account Management into a strategic business partner.

CORE EXPERTISE

Revenue Growth • Brand Strategy • Enterprise Portfolio Management • Portfolio Governance • Organizational Transformation • Marketing Operations • Demand Generation • Digital Transformation • Strategic Planning • Go-to-Market Strategy • Executive Communications • Stakeholder Engagement • Change Management • Customer Experience • Operational Excellence

PROFESSIONAL EXPERIENCE

Enterprise Portfolio Planning Manager (Contract)

New York Life Insurance | 2025–Present

- Elevated Account Management from a tactical function into an enterprise strategic partner supporting portfolio planning, intake, prioritization, and governance processes across multiple Lines of Business.
- Designed and implemented the organization's first Account Management Portfolio Database, providing enterprise-wide visibility into initiatives, resources, capacity, and outcomes.
- Developed governance frameworks, intake processes, prioritization models, and portfolio management standards that improved strategic alignment and resource allocation across business units.

- Delivered executive portfolio dashboards, health reporting, strategic roadmaps, and leadership presentations that improved decision-making, portfolio transparency, and organizational alignment.
- Architected the future-state Workfront framework, including intake strategy, project taxonomy, workflow governance, portfolio hierarchy, and reporting standards to support scalable operational maturity and future enhancements.
- Introduced financial accountability structures and chargeback planning models that strengthened transparency and stakeholder engagement.
- Created internal advocacy, communications, and change-management tools that increased adoption, reinforced value, and positioned Account Management as a trusted enterprise partner.

Director of Marketing

Summit Safety | 2024

- Directed integrated brand and marketing strategy for HiVis Supply and Dome75 brands.
- Increased sales by 12% through promotional campaigns, educational content, and customer engagement initiatives.
- Generated \$2.5M in revenue through PPC, email marketing, ecommerce, and digital demand generation programs.
- Led a five-person marketing team responsible for branding, digital marketing, and customer acquisition.
- Improved product sales by 10% designing initiatives based on seasonal trends, inventory, and vendor relationships

Director of Brand Marketing

Hultafors Group North America | 2020–2023

- Directed brand strategy and integrated marketing execution for a portfolio of 10 premium global brands representing approximately \$225M in annual revenue across North America.
- Spearheaded enterprise-wide Voice of Customer (VOC) research initiatives, uncovering insights that influenced brand strategy, product innovation, customer experience, and commercial planning.
- Led development of brand platforms, positioning frameworks, value propositions, messaging architecture, visual identity systems, and communication strategies that transformed brand perception and strengthened competitive differentiation.
- Directed integrated marketing initiatives spanning ecommerce, Amazon, SEO, SEM, digital advertising, email marketing, influencer partnerships, retail merchandising, social media, PR, and trade events.
- Managed more than 100 product launches and commercialization programs across multiple product categories and distribution channels.
- Led and developed a team of eight direct reports and three indirect reports while managing agency partners and external resources.
- Partnered closely with executive leadership, sales, engineering, product management, and customer service teams to align business strategy with customer-focused marketing execution.

Marketing Manager

Hultafors Group North America | 2019–2020

- Increased brand visibility by 20% through omnichannel marketing, branding, communications, Amazon, SEO, advertising, event marketing, and social media initiatives.
- Launched 45+ products using integrated campaigns spanning retail, digital, PR, influencer, and trade channels.
- Optimized digital and offline marketing efforts, including Amazon, SEO, email campaigns, advertising, event marketing and social media.

Marketing Consultant
BrandEdge Marketing Solutions | 2019–Present

- Advise clients on strategic marketing, branding, communications, content development, website strategy, and digital transformation.

Marketing Manager
Marking Services | 2013–2018

- Drove 20% global business growth through strategic marketing initiatives and market expansion.
- Led digital transformation initiatives including website strategy, ecommerce development, SEO, demand generation, marketing automation, analytics, and content marketing.
- Designed and launched three global websites and an ecommerce platform supporting more than 37,000 standard and custom products, increasing website traffic by 65%, lead generation by 25%, and sales by 10%.
- Built and led the company's marketing department.

Marketing Manager
Serigraph | 2005–2013

- Developed marketing strategies supporting eight business units.
- Increased online traffic by 137% and engagement by 20% through inbound marketing programs.
- Conducted 20+ market research studies identifying new customers, industries, and growth opportunities.
- Improved ROI by 25% for trade shows and showcases building audience engagement
- Designed 100+ product sell sheets, brochures, service literature, customer-focused presentations, and other marketing collateral.

EDUCATION

Bachelor of Arts, Business Administration | Cardinal Stritch University

Associate of Arts, Marketing | Waukesha County Technical College

TECHNOLOGY

Adobe Creative Suite, Canva, ChatGPT, HubSpot, Salesforce, Dynamics CRM, Google Analytics, WordPress, Magento, EpiServer, Meta Ads, SEMrush, Klaviyo, Monday.com, Microsoft Office Suite, Slack, Teams, Vimeo