

JENNIFER BRAKE

Marketing Director | Brand Strategy | Team Leadership | Communications | Digital Marketing

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EXPERIENCE

Marketing Portfolio Planning Manager (Contract)02/2025

New York Life InsuranceTampa, FL

- Elevated AM from a tactical function to a strategic enterprise partner, shaping how initiatives are planned, prioritized, and funded across the organization.
- Designed and implemented the Account Management Portfolio Database, providing enterprise-wide visibility into projects, workload, and outcomes.
- Built the LOB Project Intake & Prioritization Framework, aligning initiatives with business priorities and optimizing resource allocation.
- Delivered recurring health dashboards and executive presentations, creating a repeatable cadence for measuring portfolio health and surfacing insights for senior leadership.
- Introduced a Chargeback Model Plan, enhancing financial accountability and transparency of AM services.
- Created an Internal Advocacy Toolkit (elevator pitch, case studies, storytelling assets) to strengthen Account Management positioning and empower stakeholders.

Marketing Consultant02/2019

BrandEdge Marketing Solutions / FreelanceRemote, 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 Marketing02/2024 - 09/2024

Summit SafetyBrooksville, 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 through collaboration with sales, product, and merchandising teams
- Improved product sales by 10% by guiding initiatives based on seasonal trends, inventory, and vendor relationships

Director of Brand Marketing12/2020 - 01/2023

Hultafors Group North AmericaMequon, WI

- Managed 10 premium brands (Johnson Level, Hultafors Tools, Custom Leathercraft, Hellberg Safety, Kuny's, Martinez Tools, Scangrip, Snickers Workwear, Solid Gear Footwear, and Telesteps), increasing brand awareness and growing market share by 15%
- Spearheaded and executed 5-year strategic plan 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, supporting, and leveraging the skills of a six-member marketing team
- Managed 100+ successful product launches and rebranding initiatives, resulting in increased sales and market share
- Streamlined all digital and offline marketing efforts including, SEO, email campaigns, social media, advertising, influencer outreach, in-store merchandising, Amazon and ecommerce websites, and trade show marketing
- Enhanced creative output by developing materials with 10 agencies and partners

SUMMARY

Strategic marketing executive with 25+ years of experience leading brand, communications, and enterprise portfolio planning initiatives. Proven ability to build marketing functions, launch global brands, and transform Account Management into an enterprise-level strategic enabler. Skilled in aligning cross-functional stakeholders, creating governance and reporting frameworks, and driving measurable growth through strategic planning, portfolio optimization, and high-impact brand execution.

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, SWOT analysis, goal setting, and forecasting.
- ◆ Brand Launches

Launched six premium consumer brands 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.

EXPERIENCE

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
- Developed brand guidelines and communication initiatives for 3 major brands including packaging, merchandising, retail displays, and print and digital content
- Built and led a 4-member team for key branding, marketing & communication initiatives
- Expanded reach by optimizing digital and offline marketing efforts, including Amazon, SEO, email campaigns, advertising, event marketing and managing 5 social media sites
- 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

Marketing Manager

04/2013 - 12/2018

Marking Services

Milwaukee, WI

- Boosted global business growth by 20% through strategic marketing execution
- Increased revenue by 10% by identifying new opportunities with market trend analysis
- Directed all marketing efforts, including print and digital media, e-campaigns, social media, website, and video.
- Designed three global websites and an e-commerce platform with 37k standard and custom products increasing visits by 65%, web leads by 25%, and sales by 10%
- Reduced costs by 30% by developing an internal electronic ordering system
- Established the marketing department of 3 members, enhancing team efficiency
- Achieved increased brand visibility of 25% through directing comprehensive marketing efforts across digital marketing platforms

Marketing Manager

01/2005 - 04/2013

Serigraph

West Bend, WI

- Developed marketing strategies for 8 business', increasing revenue and market share
- Boosted online traffic by 137% and increased engagement by 20% through inbound marketing initiatives including blog, social, and email campaigns
- Conducted 20+ market studies unlocking new customers, industries, and products
- Improved ROI by 25% for trade shows and showcases building audience engagement
- Designed 100+ product sell sheets, brochures, service literature, customer-focused sales presentations, and other marketing collateral
- Increased online presence by 35% by managing social media accounts

EDUCATION

Bachelor of Arts

2005 - 2008

Cardinal Stritch University

Milwaukee, WI

- Business Administration

Associate of Arts

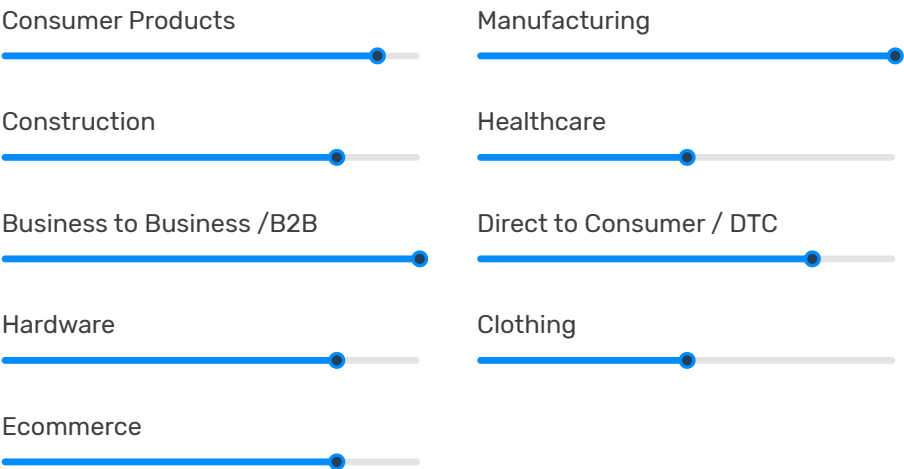
1994 - 1996

Waukesha County Technical College

Waukesha, WI

- Marketing

INDUSTRY EXPERTISE



KEY ACHIEVEMENTS

Product Launches

Successfully planned and launched 45+ new products, generating \$20M in sales.

Enterprise Impact

Implement governance frameworks, strategic trackers, and executive reporting that positioned Account Management as a trusted enterprise growth driver.

SKILLS

- Advertising · Analytics · Branding · Brand Management · Brand Strategy · Budgeting · Campaigns Development · Communication · Content Creation · Content Marketing · Copywriting · Creative Problem Solving · CRM · Customer Segmentation · Data Analysis · Digital Marketing · Ecommerce · Email Marketing · Event Planning · Influencer Marketing · Lead Generation · Market Research · Marketing Strategy · Merchandising · Packaging · Product Marketing · Project Management · SEO · SEM · Social Media Management · Strategic Planning · Team Leadership · Video Production · Voice of Customer

DESIGN PATENTS

Line-Type Laser Level

US D1,026,688, May 2024

Rotary-Type Laser Level

US D1,026,689, May 2024

TECHNICAL SKILLS

- Adobe Creative Suite · Adwords · Basecamp · Canva · ChatGPT · Constant Contact · Dynamics CRM · EpiServer · Facebook · Google Analytics · HubSpot · Instagram · Instapage · Jasper · Klayvio · LinkedIn · Meta Ads · Magento · Microsoft Ads · Office Suite · Later Social · Monday · Reputation · Salesforce · SEM Rush · Slack · Squarespace · SPSS Statistics · Teams · TikTok · WordPress · Vimeo · YouTube