

Jennifer Wold

Brand Storyteller

Digital Marketing & Brand Communications Manager

Graphic Designer

651-592-4192 | bettjenn@gmail.com | Lino Lakes, MN

LinkedIn URL: www.linkedin.com/in/jennifer-wold-8801b836/ | Portfolio URL: <https://www.jenniferwold.com>

PROFESSIONAL SUMMARY

A brand storyteller and digital marketing leader with over 17 years of success in driving engagement and building brand identity through strategic content and design to drive engagement, build brand identity, and generate demand. My comprehensive skillset includes creating visually compelling assets and managing multi-channel digital campaigns, all aimed at improving customer experience, increasing website traffic, and boosting overall brand awareness and engagement.

CORE COMPETENCIES & SKILLS

Digital & Content Marketing

- ✓ Content Strategy & Development
- ✓ Digital Marketing Campaigns
- ✓ Social Media Strategy
- ✓ Email Automation
- ✓ Google Analytics
- ✓ AI-Enhanced Visual & Content Strategy
- ✓ CMS Management
- ✓ Product Marketing

Design & Creative

- ✓ Adobe Creative Suite (Photoshop, Illustrator, InDesign)
- ✓ Graphic Design (Adobe Creative Suite, Canva, Figma)
- ✓ Visual Communication Strategy
- ✓ Brand Storytelling
- ✓ Marketing Collateral Development
- ✓ Website Content Development
- ✓ Large Scale Tradeshow Booth Graphic Design

Marketing Communications

- ✓ Messaging & Positioning
- ✓ Cross Functional Collaboration
- ✓ Media Relations
- ✓ Copywriting & Editing
- ✓ Public Relations
- ✓ Product Launch Support
- ✓ Editorial Planning & Management
- ✓ B2B Marketing

Corporate

Communications

- ✓ Corporate Communications
- ✓ Internal Communications
- ✓ Employee Engagement Campaigns
- ✓ Executive Communications
- ✓ SharePoint

PROFESSIONAL EXPERIENCE

MGC Diagnostics Corporation | St. Paul, MN, USA

Global Marketing Manager - Creative | April 2024-August 2025

- Authored, managed, and executed integrated content plans and editorial calendars, ensuring consistent brand narratives for global product launches and communications across all digital, social and internal platforms.
- Drove a 35% increase in LinkedIn engagement by leading the strategic development of a data-driven content calendar and optimizing performance to amplify digital presence.
- Led creative execution as Senior Graphic Designer, designing high-impact visual assets and ensuring brand consistency across all digital and print campaigns, including tradeshow booths, brochures, email newsletters, and social media.
- Managed a targeted media relations strategy, securing coverage in key healthcare publications, including *Respiratory Therapy* and *RT Magazine*, to position the brand as an industry leader.
- Partnered with HR and executive leadership to implement internal communication strategies, including the design and launch of a new SharePoint intranet, which improved employee engagement by 18% and streamlined communications for 200+ global employees.
- Developed and implemented creative sales promotions and advertising campaigns, partnering with agencies to ensure cross-platform media alignment and maximize product visibility and revenue growth.
- Developed and enforced comprehensive brand messaging and visual identity guidelines, ensuring consistency and cohesive representation across all global marketing and communications touchpoints. Analyzed campaign performance and audience engagement trends using Google Analytics, optimizing content strategy and visual assets to maximize marketing effectiveness.
- Oversaw a \$1M Marketing Communications budget, ensuring strategic allocation and cost efficiency across all marketing initiatives and vendor relationships for print, promotional materials, and tradeshow support.
- Served on the Corporate Engagement Committee, planning and executing internal employee events that fostered workplace culture, increased employee engagement, and boosted team morale.

Global Creative Manager | July 2016-April 2024

- Designed and launched three corporate websites, focusing on user-centric design and visual appeal to increase web traffic by 30%.
- Served as the lead content strategist, creating and curating engaging blog posts, email newsletters, and social media content that strengthened brand voice and improved audience connection.
- Conceptualized and produced high-impact print and digital collateral, including product sheets and digital assets, to support lead generation and strengthen brand positioning.
- Partnered with cross-functional teams to craft and deliver all messaging and creative content for corporate events, from pre-event signage and promotional materials to post-event communication strategies.

Marketing & Creative Specialist | June 2012-July 2016

- Led the creative direction for a company-wide rebrand, successfully updating over 500+ pieces of marketing collateral and digital assets to ensure a cohesive brand identity.
- Directed the full-cycle execution of integrated marketing and advertising campaigns, overseeing budgeting, production timelines, resource management, and vendor coordination.
- Developed audience-specific, cross-channel content that supported media relations, corporate communications, and digital marketing initiatives, driving a notable improvement in campaign effectiveness and reach.

Marketing Coordinator | August 2008-June 2012

- Orchestrated integrated campaigns that combined events, public relations (PR), and targeted outreach to significantly increase brand visibility and customer engagement.
- Led all marketing aspects of product launches, including the design and production of PR collateral, direct mail campaigns, trade show logistics, and sales enablement training materials.
- Spearheaded the planning and execution of high-impact marketing events and trade show activations, resulting in strong lead generation and market awareness.

EDUCATION

Bachelor of Science, Marketing, Metropolitan State University, St. Paul, MN | 2008

Associate of Arts, Anoka Ramsey Community College, Minneapolis, MN | 2006

Business Generalist Certificate, Anoka-Ramsey Community College, Minneapolis, MN | 2006

RECOGNITION & AWARDS

Team Spirit Award (2015): Celebrates achievements, contributions, and collaborative efforts of an individual

MVP Award (2017, 2024): Given to an individual that has exceeded expectations to help field sales be successful

Best Designed Stand Incorporating Sustainable Goals (2023): Awarded by the European Respiratory Society (ERS)

CERTIFICATIONS

Graphic Design: Issued by Adobe, Credential ID UO60ZVPZYJMJ