

Jennifer Wold

Marketing Communications & Brand Strategy Leader

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

Marketing Communications professional with 17+ years of experience leading integrated campaigns, brand messaging, and corporate communications. Skilled at crafting compelling narratives, managing multi-channel marketing initiatives, and building employee engagement programs that strengthen brand identity and drive measurable results. Adept at collaborating with executives and cross-functional teams to ensure consistent communication across global organizations.

CORE COMPETENCIES & SKILLS

- | | |
|---|---|
| ✓ Integrated Marketing Campaigns | ✓ Public Relations & Media Relations |
| ✓ Messaging & Brand Positioning | ✓ Content Development & Editorial Planning |
| ✓ Corporate & Executive Communications | ✓ Digital Marketing Strategy (SEO, Email, Social) |
| ✓ Internal Communications / Employee Engagement | ✓ Analytics & Performance Optimization |
| ✓ B2B & Product Marketing | |

PROFESSIONAL EXPERIENCE

MGC Diagnostics Corporation | St. Paul, MN, USA

Global Marketing Manager - Creative | April 2024-Present

- Orchestrated and executed integrated marketing communication strategies supporting global product launches and corporate initiatives across digital, social, and internal channels, driving comprehensive brand narratives.
- Designed and produced high-impact visual assets utilizing Adobe Creative Suite (Photoshop, Illustrator, InDesign) for digital marketing campaigns, email newsletters, and social media, enhancing audience engagement and message clarity.
- 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.
- Increased LinkedIn engagement by 35% through strategic content calendar development and data-driven performance optimization, amplifying digital presence.
- Secured coverage in 10+ top-tier healthcare publications including Respiratory Therapy and RT Magazine, significantly elevating brand visibility, authority, and thought leadership.
- Spearheaded the design, build, and ongoing maintenance of a SharePoint-based internal intranet portal, streamlining company-wide communications for 200+ global employees and fostering cross-functional collaboration.
- 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.
- Collaborated with HR and executive leadership to develop and implement internal communication strategies, resulting in an 18% improvement in employee engagement and alignment with corporate vision.
- 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, iteratively optimizing content strategy and visual assets to maximize marketing effectiveness.
- 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

- Led the design, development, and launch of three corporate websites on time and within budget, increasing web traffic by 30% through SEO strategy and engaging user-centric content.
- Pioneered and executed a comprehensive content strategy that utilized written and visual storytelling across multiple channels, including blog posts, newsletters, and social media, to enhance brand narrative and consistency.
- 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

- Successfully executed a company-wide rebrand by leading the creative direction and updating over 500+ marketing collateral pieces, digital assets, and internal/external communications to align with the new 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 (B.S.), Marketing, Metropolitan State University, St. Paul, MN | 2008

Associate of Arts (A.A), 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