
JENN MONTAGANO

CREATIVE MARKETING & COMMUNICATIONS LEAD

For as long as I can remember, I've loved to write. At my core, I am a listener, nurturer, and storyteller on a mission to empower individuals and brands. For over seven years, I've helped brands find their voice and get clear on what differentiates them, allowing them to share their message in a way that resonates and builds trust. Great brand communications go beyond words and visuals—it's about understanding people—their emotions, desires, and the stories that shape them. My commitment to yoga allows me to approach my work with deep curiosity and clarity, getting to the heart of a brand's core values and communications. The best stories make us feel seen and linger long after the words have been read. That's the kind of storytelling I strive to create—intentional, compelling, and built to leave a lasting impression.

Skills

- Copywriting & Editing
 - Brand Strategy Development
 - Creative Project Management
 - Content Development & Creation
 - Blog Writing
 - Social Media Management
 - Email Marketing and Automation
 - Data Analysis and Reporting
 - Website Maintenance
 - Media Relations
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Education

BACHELOR OF PUBLIC RELATIONS
Humber College | 2013-2017

DIPLOMA IN YOGA THERAPY
Ajna Yoga Therapy College | 2019-2024

Work

SENIOR COPYWRITER

Next Edition Inc. | October 2024 - Present

- Develop communications strategies that resonate with audiences, helping businesses build meaningful connections and drive growth
- Create clear, impactful content across various platforms, ensuring messaging aligns with clients' goals and maximizes engagement

MARKETING MANAGER

Sitka Physio & Wellness | February 2023 - Present

- Led brand refresh to enhance clinic identity and market presence
- Implemented EOS system and lead team in EOS processes
- Strategize to attract patients, boosting clinic growth and client base
- Manage and grow community on social media channels, increasing engagement and visibility
- Create all marketing materials for the clinic, events, and advertising, ensuring cohesive messaging
- Direct creative projects and securing ad placements to effectively promote the clinic and its services

Work (cont'd)

YOGA THERAPIST

Solaya Yoga | August 2019 - Present

- Provide private yoga therapy as part of a holistic care approach in a physiotherapy clinic, collaborating with physiotherapists, acupuncturists, and massage therapists
- Lead corporate and outdoor public yoga classes, enhancing wellness and community engagement

CREATIVE MARKETING LEAD

Sheringham Distillery | March 2019 - October 2024

- Drove Sheringham's growth from a grassroots brand to one of BC's top five gin brands boasting over 20 international and national awards
- Developed and refreshed overall branding and brand strategies, including pillars and guidelines, that directly led to Sheringham becoming the official gin sponsor of the NHL's Seattle Kraken
- Directed and managed all creative projects
- Conducted training on brand, writing, and sustainability standards to ensure internal alignment and a consistent brand voice
- Wrote and edited compelling copy across all marketing and sales materials, including email marketing, digital and print ads, product packaging, point-of-sale displays, website content, and social media

Previous Work

COMMUNITY SUPPORT WORKER

Pacific Coast Community Resources | April 2018 - March 2019

MARKETING & SOCIAL MEDIA MANAGER

Salt Spring Wild Cider | April 2018 - March 2019

MEDIA RELATIONS

Freelance | 2018

PUBLIC RELATIONS INTERNSHIP

NKPR | 2017

Contact

(672) 974-1111

jenn@solayayoga.com

3707 West 7th Ave

Vancouver, BC

V6R 1W7

“As a master of her craft in copywriting, Jenn excels in all areas around it—email marketing, PR, blogs, you name it. Her email open rates were consistently outstanding, often far surpassing industry standards. Jenn has an incredible ability to take an idea and run with it.”

GAYA, SHERINGHAM DISTILLERY