

JEANNINE DEFOE

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Freelance financial services content creator, editor and strategist • Skilled in producing articles, web copy, blog posts and thought leadership that drives results • Speedy, accurate writer with success turning technical information into easy-to-understand content.

PROFESSIONAL EXPERIENCE

FREELANCE FINANCIAL CONTENT MARKETING

2020 to present

- Offer variety of content marketing services to help wealth management, asset management, personal finance and fintech firms define, shape and share their stories in a compelling way. Clients include Equitable, Morgan Stanley, Prudential, Thrivent and leading content agencies.

MORGAN STANLEY

Vice President, Digital Wealth Marketing

2017 to 2019

- Developed content strategy and produced thought leadership, educational content and client emails on wealth management topics across multiple digital platforms.
- Served as a copywriter for launch of a self-directed investing tool and other digital wealth products.
- Created and managed social media and article content for individual financial advisor websites and social handles. Shaped and edited features for a lifestyle magazine targeted at wealthy clients.

TIAA

Manager, Thought Leadership

2013 to 2016

- Wrote and edited content on topics including retirement savings, asset allocation, insurance and investing strategies for consumer and wealth business. Created white papers, web articles, video scripts and social media content that generated response rates above expectations.
- Produced content that maximized web readership. Incorporated SEO keywords and generated a 1,200% increase in web hits for content in one year.
- Obtained both FINRA Series 7 and 24 licenses within four months.

Senior Writer

2007 to 2012

- Wrote and edited client messages, executive talking points and speeches, press releases and other communication materials for internal and external audiences.

STANDARD & POOR'S

Senior Financial Writer

2006 to 2007

- Researched and produced Industry Surveys reports marketed to institutional investors, financial advisors and individual investors. Collaborated with S&P analysts and economists to weave industry background, data and forecasts into reports.

BLOOMBERG NEWS

Reporter

1997 to 2006

- Reported on and authored stories for the Bloomberg News service, focusing on the hotel, casino, real estate and retail industries. Cultivated numerous sources critical in developing feature articles and breaking news pieces. Frequently produced most-read articles across all of Bloomberg News.

EDUCATION AND HONORS

- Master of Business Administration, Strategic Management
Pace University Lubin School of Business, New York, NY
Honors Scholarship recipient
- Bachelor's Degree, Political Science major and English minor
Rutgers University, New Brunswick, NJ
Managing editor of The Daily Targum, an independent, student-operated newspaper
Member of Cap & Skull Honor Society
- Held FINRA Series 7 and 24 licenses
- Finalist, Women in Content Marketing Awards 2024
- Winner of the National Association of Real Estate Editors Journalism Competition