

JENNIFER POSTERNACK

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SUMMARY

Strategic content writer and editor with 8 years of experience supporting enterprise communications, editorial strategy, and cross-functional messaging. Skilled in translating complex information into clear, engaging content across digital platforms. Proven success collaborating with senior leaders in fast-paced, global and matrixed organizations. Strong editorial judgment, deadline-driven execution, and a proactive, solutions-focused mindset.

SKILLS

- Internal & Corporate Communications
- Executive Messaging & Change Communications
- Content Strategy & Editorial Leadership
- Editing, Proofreading & Brand Voice Alignment
- CMS, Intranet & Multi-Channel Publishing
- Cross-Functional Collaboration (Tech, Product, Legal)
- SEO, Analytics, Content Optimization
- Project & Workflow Management

WORK EXPERIENCE

SEP 2024 - NOV 2025 Associate Managing Editor, Global Cosmetic Industry Magazine, Carol Stream, IL

- Lead editorial direction, story development, content planning, and multi-platform publishing across web, newsletters, social, and event programs.
- Edit all content for clarity, accuracy, and alignment with brand voice and industry standards.
- Collaborate with marketing and analytics teams to optimize engagement and support audience-growth initiatives.
- Maintain strong awareness of global beauty and personal-care trends to drive relevant, compelling coverage.

OCT 2023 – SEP 2024 Senior Content Strategist, Walgreens Boots Alliance (contract) - Deerfield, IL

- Developing and implementing content strategies that support the company's mission
- Monitoring the performance of content initiatives and campaigns to identify areas for improvement

- Working closely with marketing, communications, product, and legal teams to align content initiatives with broader business objectives
- Optimizing content for search engines (SEO) to improve organic search rankings and drive traffic to the company's website/increase online sales

APRIL 2021 – SEPT 2023 Procedure Writer, Wells Fargo (contract) - Remote

- Created customer-facing and internal content addressing a variety of service and complaint scenarios.
- Identified workflow inefficiencies and developed improved content processes.
- Collaborated with teams via JIRA and Excel to streamline documentation and editing workflows.

OCT 2019 – FEB 2021 Content Writer, Editor, USA Vein Clinics- Northbrook, IL

- Created SEO-driven digital content across multiple brand websites and marketing channels.
- Managed copy for print and digital campaigns and optimized business location pages quarterly.
- Conducted keyword research and analytics monitoring using Google Analytics and SEMRush.

SEPT 2018 – SEPT 2019 Content Writer, Proofreader, Mosbrook Design- Riverside, IL

- Edited client materials for accuracy, clarity, and grammar using MLA and APA style.
- Developed copy for digital and print campaigns in collaboration with designers.

EDUCATION

2018 BACHELORS OF ARTS, Northern Illinois University - English Writing Studies, Journalism

Relative Coursework: Technical Writing, Editorial Writing, Feature Writing, Newswriting, Technical Communications, American Literature, Linguistics, Fundamentals of English Grammar

REFERENCES

Available upon request