

# Jennifer E. Valentino

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## WORK EXPERIENCE

### **HTLF Bank, Head of Content Strategy, 2023**

- Developed and executed comprehensive content strategies to align with HTLF's overall marketing goals and objectives
- Built and managed a team of content creators, agency partners and editorial calendars, ensuring high-quality, engaging content was delivered on time and within budget
- Established content standards and guidelines to ensure consistency and quality across all marketing channels
- Conducted market research and analyzed customer data to gain insights into audience preferences and behaviors
- Collaborated with business specialists, compliance officers and other relevant stakeholders for subject matter expertise
- Recommended email optimizations that increased open rates by 15% and click-thru rates by 8%
- Identified opportunities to share or repurpose content across marketing business segments and via syndication
- Conducted holistic content audit to ensure all content was up to date, relevant and met brand standards
- Monitored and analyzed content performance metrics and made data-driven recommendations to improve SEO, content effectiveness, engagement and ROI
- Presented strategy recommendations to senior leadership and gained buy-in for content initiatives

### **Hyland Software, Team Lead of Content Strategy, 2020-2023**

- Created and maintained company's global content marketing strategy, emphasizing personalized digital experiences
- Led a team of content strategists who created 30+ strategic content marketing campaigns annually
- Oversaw integrated digital content strategy for all corporate owned properties; supported and informed navigation structure, user journey and personalization approach for a 15+% increase in MQLs from the website
- Implemented optimized content workflows, inclusive of improved content briefs and feedback processes, that led to 20+% decrease in content creation time and ~33% decrease in revision rounds
- Managed a complete redesign of the corporate blog, leading to a 68% increase in average session duration, 20% increase in organic traffic, 7% decrease in bounce rate and 13% increase in pages per session
- Founded an award-winning digital thought leadership publication with an audience of 2,500+ global executives
- Operated as an innovative thought leader, contributing to the overall growth and reputation of the department
- Excelled at translating complex technical messaging into engaging, valuable and actionable content
- Developed customer journey frameworks and recommendations for aligning brand awareness and thought leadership content with high-intent decision-focused content
- Forged strong cross-functional partnerships with subject matter experts, including executives and external partners, to maintain a deep understanding of brand strategy, market position and audience segments

### **Jenni Valentino Content Marketing LLC, 2012-present**

As an independent writer, editor and content strategist, I have:

- Led product marketing for a leading healthcare image management company
- Transformed content strategy, management and distribution tactics for a large nonprofit healthcare organization
- Earned the title of top-performing content producer for a global media audience of more than 50 million
- Developed and managed a digital communications strategy and brand for an international furniture manufacturer
- Produced various public and media relations releases, news articles, and brand- and reputation-building content
- Crafted talking points and provided coaching for executive speaking engagements
- Developed brand messaging and compelling, effective copy for multiple cross-industry organizations

## Hyland Software, Digital Content Marketing Manager, 2018-2020

- Created and oversaw best practices for web and digital writing and guidelines for digital brand presence
- Led digital content strategy, user experience and organic conversion tactics across websites, regions and languages
- Defined content strategy and wrote all modules for the organization's first-ever chatbot implementation, increasing MQLs by 3%, decreasing low-value support interactions by ~15 hours/month and expediting highly-motivated prospects to the sales team
- Defined and implemented organization's first content gating guidelines and strategy, leading to increased efficacy
- Planned and led regular trainings on writing for digital mediums, best practices and guidelines, and digital trends
- Built and implement the organization's digital editorial calendar and promotional planning calendar
- Collaborated with leadership to ensure brand consistency, messaging and positioning across websites
- Led content and user experience strategy of multiple-website rebrand and relaunch

## Lexmark Enterprise Software (formerly Perceptive Software)

Community Content Manager and Editor of *InContext* Digital Thought Leadership Magazine, 2012–2017

- Directed corporate thought leadership content strategy by identifying and evaluating opportunities to reach and teach stakeholders including executives and analysts in the enterprise technology industry through storytelling
- Collaborated with executives, sales professionals, external influences and industry experts to compose relevant blog posts, interactive guides, downloadable reports, engaging social media content and educational, long-form articles
- Planned, produced and adhered to a robust and multi-faceted editorial calendar
- Created, introduced and implemented thought leadership style guides
- Acted as brand advocacy product manager for Lexmark's Enterprise Software division: educating employees on digital content marketing and branding while gathering feedback and data to improve brand advocacy
- Led total overhaul of InContextMag.com, enhancing site's visibility, interactivity, readability and usability
- Increased average monthly traffic to *InContext* Magazine by approximately 250%, social media following by 350+% and email newsletter subscriptions by 300+%, 2012-2017

## EDUCATION

**Bachelor of Arts in English** · University of Kansas · Lawrence, Kansas

## TECHNICAL SKILLS

Experienced with: Adobe Creative Cloud, Eloqua and ExactTarget email marketing software, Gong, Google Analytics, HubSpot, iMovie Pro, Microsoft Office applications, Salesforce, search engine optimization (SEO), social media marketing tools including Hootsuite and Sprout Social, web publishing platforms including Adobe Experience Manager (AEM), Medium, Sitecore and Wordpress, Vocus Media Release Management System, various brand advocacy platforms including Social Chorus and Dynamic Signal

## ADDITIONAL HONORS, AWARDS AND TRAINING

- Created *Complete View*, a 2021 finalist for Content Marketing Awards' Best New Digital Publication
- Received exclusive Lexmark *Rising Star* designation for leadership potential
- Won (3) Hermes Awards for overall publication and individual articles and multiple MarCom awards for feature and news writing
- Regularly attends development seminars, webinars and conferences on content marketing and strategy
- Philanthropic affiliations with organizations including KU alumni association and Kappa Kappa Gamma