

Jennifer E. Valentino

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WORK EXPERIENCE

Nintex, Head of Global Content, 2026-present

- Craft, maintain and evolve organizational messaging and positioning, with customization based on product, persona and region, maintaining a globally unified brand story and voice
- Develop and execute comprehensive global content strategy based on rigorous audience research and market analysis, translating insights into strategic recommendations that inform leadership decisions and drive business objectives
- Own editorial calendar direction, management and governance, coordinating internal teams and third-party contributors to align content production with pipeline-generating campaign priorities and market initiatives
- Create and oversee the creation of content including ebooks, reports, blog posts, scripts, and social media posts that translates complex AI and automation topics into clear business value for executive and technical audiences
- Manage content agency and contractor relationships, deliverables, and budgets across multiple concurrent programs, ensuring high-quality outcomes from inception to completion
- Lead survey design, execution, analysis and creation of research reports attributed to several signed customer contracts
- Initiated A/B/n test of primary demo form page, leading to a 144% increase in conversion
- Piloted organic AEO/GEO strategy that led to ~10% organic web traffic from LLMs
- Collaborate with cross-functional teams to define and frame strategic content challenges, developing structured solutions and optimizing performance through data-driven analysis of channel metrics

Nintex, Brand Content Strategist, 2024-2025

- Owned the strategy, planning, creation and publication of all Nintex brand content assets
- Directed content strategy and messaging architecture for comprehensive website rebrand, collaborating with internal stakeholders and external partners to deliver cohesive brand experience
- Developed and managed the company's first-ever internal style guide, resulting in improved accuracy, efficiency and quality of writing across departments
- Established a programmatic customer case study process and conduct customer interviews
- Managed content direction and development for company-wide website rebrand, overseeing messaging architecture, page copy, testing and iteration, cross-functional collaboration

HTLF Bank, Head of Content Strategy, 2023

- Developed and executed comprehensive, integrated, insights-focused content strategies to align with HTLF's overall marketing goals and objectives
- Built a team of content creators, agency partners and editorial calendars, ensuring high-quality, engaging content is 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 product marketers, field marketers, line of business specialists, compliance officers and other relevant stakeholders for input and subject matter expertise
- 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

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

- Created and maintained the company's global content marketing strategy with an emphasis on engaging, personalized digital experiences throughout the marketing funnel
- Led a team of content strategists who created 30+ strategic content marketing campaigns annually
- Conducted regular competitive analysis and recommended strategic positioning based on market opportunity
- 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
- Led creation of an award-winning digital thought leadership publication with an audience of more than 2,500 global executives
- Provided quality control over content marketing plans, including reviewing, measuring and evaluating performance, output and project processes
- Collaborated with content writing and operations teams to report on and analyze metrics associated with the effectiveness of the company's content
- Operated as an innovative thought leader among the team; contributing significantly to the overall growth, quality and innovation of the marketing department

EDUCATION

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

TECHNICAL SKILLS

Experienced with: AEO, GEO and SEO; Adobe Creative Cloud; BrightEdge; Claude; Drift; Google Search Console and Analytics; Gong; HubSpot; Microsoft 365, Pathfactory; social media marketing tools including Hootsuite and Sprout, web publishing platforms including Adobe Experience Manager (AEM), Medium, Sitecore and Wordpress; Salesforce; Vocus Media Release Management System; 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
- Attended three-day intensive Web Writing Workshop with Shel Holtz and Ann Wylie
- Completed Google Analytics Academy: Digital Analytics Fundamentals
- Won (3) Hermes Awards for overall publication and individual articles
- Won multiple MarCom awards for feature and news writing
- Regularly seek out relevant publications and attend continuing education seminars, webinars and conferences to keep current with best practices and emerging trends and technologies

AFFILIATIONS

- AAF-KC Art+Copy Club
- IABC Kansas City
- KU Alumni Association
- Kappa Kappa Gamma House Board member
- Volunteer relationship with organizations including: HappyBottoms, Kansas City AIDS Walk, Kansas City Waddell & Reed Marathon, The Mission Project, Save Inc., StopGap Inc.