

Jenny Kessler Klump

brand | creative | strategy | results

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Remote - EST



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EDUCATION

University of Cincinnati

Bachelor of Science, Design
Cincinnati, OH

SERVICES

- **Account management** & client service
- Brand guideline development- **essence**, strategy, look, feel, tone.
- **Brand strategy**: Developing, socializing, presenting guidelines, architecture, messaging frameworks, value props
- **Communication touchpoint**, logo, and wordmark design and development.
- Copy, editorial, and creative **writing**.
- Creative brainstorming and **communication workshops**.
- Digital property development, project management, & training
- **Marketing and communications consulting**, strategy & roadmaps.
- Market research and analysis.
- Media training, public relations.
- Name development and IP.
- Public Trust security clearance.

TECH STACK

- **Adobe CS** - Illustrator, PS, ID; Canva
- **Google Suite**, **MS Office Suite**
- **Project management** SAAS
- **Social media** mgmt, measurement
- **CRM systems** - HubSpot & Salesforce
- **CMS** - Squarespace, Wix, Drupal, Wordpress

PROFESSIONAL SUMMARY

Looking for a marketing whiz who can tackle any challenge? That's me! With a Swiss Army Knife's worth of creativity and a load of skills, I'm a brand building and storytelling mastermind. My mission is to deliver stellar results for my clients and employers - and I do it all with a spark of passion, incorporating a piece of myself into every project.

My marketing background is diverse, ranging from freelancing gigs to full-time roles in agencies, non-profits, and tech startups. In total, I've left my mark on over 25 different brands - and I'm not stopping anytime soon! Using my experience in improv comedy and branding, I coach and train those who may not feel like they're the "creative type."

But here's the thing: I'm not here to be a hero. My approach is all about helping organizations set themselves up for success. We'll work together to develop your brand's position and purpose using research, storytelling, and intuition. From there, we'll craft strategic solutions that will revamp all the ways you reach your customers.

Nothing's more exciting than tackling a new challenge or opportunity. I always go the extra mile to produce the best results possible. Some might even call me a "human exclamation point" - with my infectious enthusiasm and go-getter attitude, there's never a dull moment.

EXPERIENCE

Brand Strategy, Marketing, Communications Consultant

Meraki Creative Solutions | Cincinnati, Baltimore, Remote | 2022 - present

I help mid-size businesses renovate and establish their brand's identity. Through a combination of fun and productive workshops along with carefully exploring each client's history and data, I discover the hidden stories and symbols that make each brand remarkable and impactful.

By putting together a consistent narrative, a set of guidelines, and a series of accessible touch points, I craft an aura of professionalism that elevates clients' overall brand experience.

Brand & Marketing Strategist 2009 - 2022

Ad agency & nonprofit creative contractor focused on brand building, strategy, & development. Leads marketing, campaign, brand, and communication challenges with small and large teams, building success through research, insights, analysis, and thinking to satisfy and delight clients.

Works with a variety of clients to build strategic and creative analysis, planning, and positioning. Guides brands through the "why" that shapes their values, strategies, individual campaigns, and marketing challenges using sideways thinking & collaboration.

Client Success Stories:

- **Raised \$50k in individual, corporate & grant support for Baltimore nonprofit.** Marketing & PR campaigns attracted press including *Upworthy* & *Huffington Post*.
- **Lead creative strategy for ArtsWave's 2013 Campaign, resulting in \$11.5M raised** in community contributions for the arts in Cincinnati.

INTERPERSONAL PRIORITIES

- Committed to continual learning & participation to drive & enable DEI efforts. Works towards allyship & equity in the workplace.
- Effervescent, positive **collaboration & communication** creates & cultivates strong partnerships across departments
- Insatiable, curious, and open to **new perspectives, ideas, & topics**
- Tenacious, resourceful **researcher** delving deep to **mine for insights** that inspire action and drive strategy
- Fearlessly shares points of view. Utilizes active listening, critique, & feedback as an opportunity to grow & improve.

STRENGTHS & SKILLS

- **Leads and supports cross-functional teams** for successful organization-wide collaboration and communication
- Leverages **design based thinking** to imagine, plan, & execute initiatives that capture attention & inspire audiences
- **Copywriting & editing:** engaging, accessible, informative storytelling across platforms, including marketing & social media content, white papers, editorial, creative briefs, presentations
- **Professionally communicates** with clients, C-Suite, designers, and account management to ensure streamlined collaboration
- **Leads meetings, presentations, and workshops** that encourage creativity and energize clients and coworkers to bravely participate in crafting new insights & initiatives

Clients include: *Optima Health, National Flood Insurance Program, Procter & Gamble, PEAK Automotive, Susan G. Komen Foundation, Thermacell, Louis Jadot, U.S. Playing Card Co, Wilson Sports, Wewalka USA, Cincinnati Regional Chamber of Commerce*

Senior Branding Advisor

Cigna (Aquent) | Remote | 2021 - 2022

Contract Brand Strategist utilizing **strategic & thorough understanding of Cigna & Evernorth guidelines** to support over 30 brands within their respective portfolios.

- **Led 15+ enterprise naming efforts, IP management, brand architecture development;** participated in corporate-wide rebranding initiative. Reviewed company-wide creative outputs for brand guideline accuracy
- Edited & consulted **internal agency DEI guidelines**. Evernorth Data Visualization Accessibility palette **project management**; **Created usage guidelines** for multiple wordmarks and Evernorth attribution initiatives.
- Supported C-Suite **creative team leading corporate naming & rebrand efforts**—developing narratives, offering critique & perspective.

Sr. Manager, Marketing & Business Development

[Advancement Strategy Consulting](#) | Remote | 2019 - 2021

Drove sustainable growth through **brand development, building content, & marketing strategy** for clientele, including Fortune 500s & government agencies.

Marketing & Media Relations Manager

[Everyman Theatre](#) | Baltimore, MD | 2018-2019

Led press relations, marketing, & brand strategy for Baltimore's only LORT-D theater. Served as Interim Director of Brand & Marketing with a team of 5 for 4 months.

- **Planned & implemented budget** for omni-channel advertising strategies to sell & market the theater's programming & boost fundraising efforts - digital, print, press, & events.
- Feature story placement in *The New York Times, The Washington Post, The Wall Street Journal, & The Baltimore Sun*. \$30k in ticket sales. Increased social engagement by 15%.

Membership & Communications Manager

[The Center Club](#) | Baltimore, MD | 2016 - 2017

- **Brand guardian & creative lead** for a private business & social club located in Downtown Baltimore. Oversaw, developed, & executed all print & digital communication. Utilized current trends & new techniques to modernize member management & acquisition, enabling the club to attract newer & younger markets.
- Led creative direction & content creation for **new Club website & app in 4 months, managing two agencies & 60+ pages**.
- Developed membership acquisition strategies & increased engagement in new markets by over **25%** in 6 months. Streamlining existing systems improved efficiency by 30%.
- **Strategic creative lead, art director, & content creator** for Club communications, website, & bi-monthly magazines.

be brave. be kind.

PORTFOLIO

- [WRITING SAMPLES](#)
- [MARKETING & BRAND WORK](#)

PROFESSIONAL REFERENCES

Available upon request