

JENNIFER FRYE

eCommerce Marketing | Brand Strategy + Development | Social Media | Copywriting | Market Research

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PROFILE

Brand Marketing + Creative Director experienced in creating and developing brands and consumer personas, written and visual content creation, web design collaboration and social media strategy for companies in retail, franchise and eCommerce spaces. Successfully developed and executed ground-up marketing, built brand and social strategies to support business development objectives, crafted brand awareness, and drove revenue growth.

PROFESSIONAL EXPERIENCE

9 years with Aerus, LLC in ascending marketing roles

CREATIVE DIRECTOR, 2019 - PRESENT

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|-------------------------|---|
| Role + Responsibilities | <ul style="list-style-type: none">Meet with stakeholders to assess new creative projects, then provide strategy for implementing the voice, tone and visual consistency of each brand as they relate to revenue goals. |
| Successes | <ul style="list-style-type: none">Lead the re-branding project for The Pure Company, which includes brand value words. persona research and creation, design concept presentations, mission and vision statements, and copy/headline samples.Website creation for other sub-company brands, Vollara and ActivePure. Directing and producing written and visual collateral. |

BRAND MARKETING DIRECTOR: THE PURE COMPANY (AERUS, LLC), 2016 - 2019

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|-------------------------|--|
| Role + Responsibilities | <ul style="list-style-type: none">Part of the small core team that moved The Pure Company from an idea in 2015 to a successful start-up with a collection of award-winning products by 2019Integral decision-maker in creative and marketing strategies from branding, packaging, product development, customer persona creation and visual designResearched and vetted both brand design and PR firms, then worked closely with them to ensure the integrity of our company goals and valuesContributed to and reviewed all web content, both written and visualHired and managed copywriters, and helped coordinate and oversee two on-location lifestyle shoots |
| Successes | <ul style="list-style-type: none">Effectively created, marketed and fully launched a start-up company in 18 monthsMonth-over-month average revenue increases of 102% in first quarter after launchGrew social audiences by 934% from October 2018 to nowLaunched products on Amazon marketplaceProduct featured on Touch of Modern and other affiliatesCreated comprehensive Brand + Tone GuideOver 85 press hits, from Travel + Leisure, Refinery29, BBC, Esquire and Better Homes & Gardens |

MARKETING + CONTENT MANAGER, 2015 - 2016

Role + Responsibilities

- Part of core team in charge of the marketing and product launch for Aerus portfolio of brands, which included new brand development and re-branding initiatives across distributor, franchise, and retail channels

Successes

- + Aerus:
 - Brand overhaul, including updating all collateral across print, product and web
 - Total website redesign and relaunch
 - Reactivated social media accounts, and helped grow franchisee's presence
 - Created training guides and presented to franchise owners
 - 500%+ revenue increase by launching an eCommerce division
- + Beyond by Aerus:
 - New company brand launch: included web and print collateral, emails, promotional/educational collateral for franchise owners and distributors, and creating all social media content
- + Allergy Buyers Club
 - eCommerce company acquired in 2015: created new web content, re-activated social media efforts, created new social media channels

COPYWRITER: 2011 - 2015

Role + Responsibilities

- Created and edited content for company websites, marketing campaigns, events, catalogs, emails and blogs for Aerus and other Aerus LLC-owned brands Vollara and Beyond by Aerus

KEY SKILLS

- Brand development
- Consumer personas creation
- Start-up strategies
- Brand + product launches
- Market research
- Social strategy
- Copywriting + copy editing

KEY STRENGTHS

- Multi-medium creativity
- Works well against deadlines
- Solution-oriented
- Can collaborate or work solo
- Intuitive + passionate

TECHNICAL SKILLS

- Adobe Photoshop
- Adobe Illustrator
- Adobe XD
- Microsoft Office
- CMS (Shopify+, Wordpress, Wix, SquareSpace)

AWARDS

- The Pure Company: Consumer Electronics Show (CES) 2019 Innovation Award Honoree in home appliance category
- LDWW for The Pure Company: 2019 Silver Anvil finalist: Marketing – Consumer Products (Non-Packaged Goods)

EDUCATION

University of Massachusetts-Amherst

Master of Arts in English - 2002
Concentration: Fiction Writing

Sweet Briar College

Bachelor of Arts - 1999
English + Creative Writing

REFERENCES

- Upon request