

JENNIFER RULLAN

MARKETER | BRAND STRATEGIST | GRAPHIC DESIGNER | COPYWRITER

SKILLS

BRAND STRATEGY



MARKETING STRATEGY



DIGITAL STRATEGY



SOCIAL MEDIA MGMT



PRINTED MEDIA



GRAPHIC DESIGN



WEBSITE MANAGEMENT



EMAIL MARKETING



DIGITAL MEDIA



LEADERSHIP



COPYWRITING



RECRUITMENT MARKETING



SEO & SEM



EVENT MANAGEMENT



OVERVIEW

I am a brand strategist, creator, and innovator with more than ten years of experience helping small businesses and corporate organizations grow through brand-centric marketing strategies. An experienced full-stack marketing professional with a proven approach that generates revenue, I am passionate about my work and teaching other marketers and business owners the importance of branding within a marketing strategy and for a company.

I am seeking the next place I can call home and use my experience and skills to produce meaningful outcomes.

WORK EXPERIENCE

MARKETING STRATEGIST & COPYWRITER

CARELON | SEPT 2022 - PRESENT

As a contract employee, I joined the Carelton team to write the content for new websites as part of a company-wide rebranding effort by their parent company Elevance Health, formerly known as Anthem. I'm involved in the content strategy and copywriting for more than 500 website pages and advise the team regarding brand voice, photography, and other digital assets.

OWNER | MARKETING CONSULTANT

ASCENDPAD AGENCY | NOV 2020 - SEPT 2022

I assist small business owners in reaching their branding and marketing goals by providing full-stack or individual marketing and design services tailored to their needs. I use my experience and knowledge to serve as a subject matter expert and advise my clients about which marketing avenues and assets are best to achieve their goals. [Check out our website, which I wrote, designed, and developed.](#)

DIRECTOR OF MARKETING

ADVANCED CARE PARTNERS (ACP) | JAN 2021 - MARCH 2022

At ACP, I developed the ACP brand by enhancing its existing brand identity, website, and overall digital presence. Through the efforts of the marketing team under my leadership, we achieved outstanding engagement and brand awareness results while saving the company thousands. **If you're interested in reading more about how we achieved this, see the full report [here](#).**

BRAND MANAGER

CUSHMAN & WAKEFIELD | MAY 2020 - JAN 2021

During my tenure at Cushman and Wakefield, I worked exclusively with one of the company's elite brokerage teams. I helped the team establish a brand to create a distinction within the Cushman brand umbrella and their specialized services. I also assisted the team with the creation of all marketing and communication pieces and aided the team in representing their excellent work ethic in a brand that genuinely carried the message and appealed to their clients.

CONTACT



321.750.8926



Send me an email.



View my portfolio.



Connect with me.

PROGRAMS

MICROSOFT WORD



MICROSOFT EXCEL



MICROSOFT POWERPOINT



ADOBE INDESIGN



ADOBE PHOTOSHOP



ADOBE ILLUSTRATOR



ADOBE ACROBAT



WORDPRESS & WIX



GOOGLE ANALYTICS



HOOTSUITE & SIMILAR APPS



SOCIAL MEDIA PLATFORMS



MAILCHIMP & SIMILAR APPS



HUBSPOT & SIMILAR APPS



LANGUAGES

ENGLISH



SPANISH



CONTACT



321.750.8926



Send me an email.



View my portfolio.



Connect with me.

MARKETING COORDINATOR & GRAPHIC DESIGNER

ACKERMAN & CO. | MAY 2018 - MAY 2020

In this position, I worked closely with real estate brokers in coordinating marketing campaigns and creating marketing materials such as flyers, brochures, eblasts, postcards, and marketing videos. Planned social media campaigns and maintained the company's social media handles, website, and blog.

MARKETING ASSISTANT & GRAPHIC DESIGNER

JORDAN & SKALA ENGINEERS (JSE) | JAN 2018 - MAY 2018

At JSE, I acted as the company's graphic designer in creating marketing materials, HR and recruiting graphics, company qualification packages (RFQs), social media, website content, trade show materials, and apparel.

GRAPHIC DESIGNER

JSR DESIGNS | OCT 2014 - FEB 2018

As a freelance graphic designer, I designed company logos, consumer packaging, flyers, and other printed materials. I also provided front-end web design using WordPress and created and sent marketing newsletters for various clients.

ADMINISTRATIVE ASSISTANT

RE/MAX PROPERTIES SW | JAN 2015 - JAN 2018

Working alongside Judi Kozlowski, a giant in the timeshare resale industry, I managed digital marketing efforts such as the company's newsletter, digital advertising, and social media. Performed bookkeeping, customer service and prepared documents such as market analysis letters, exclusive listing agreements, and purchase contracts.

ADMINISTRATIVE ASSISTANT

SIR CHARLES APPLIANCE REPAIR | JUN 2014 - JAN 2015

I managed the company's marketing efforts, created brochures, maintenance agreements, and maintained the website to ensure better public relations with clients.

ADMINISTRATIVE ASSISTANT

DALFE INC. | MAR 2014 - OCT 2016

I assisted the business owner in lead generation and prepared service contracts, scopes of work, invoices, and estimates. Additionally, I maintained the company's social media, blog, and website, advertised new services using email campaigns and flyers, and created web content.

EVENTS COORDINATOR & GRAPHIC DESIGNER

VOLUNTEER WORK | MAR 2011 - MAR 2014

I volunteered to work in rural villages to provide reading and lifestyle classes to poverty-stricken locals. I created printed materials for public events. I was also in charge of creating territory maps to record what neighborhoods we had serviced.

EDUCATION & CERTIFICATIONS

- Content Marketing Certification | HubSpot Academy
- Diversity, Inclusion, and Belonging Certification | LinkedIn Learning
- Fundamentals of Digital Marketing Certification | Google
- Google Analytics Certification | Google
- Master of Digital Marketing | LinkedIn Learning
- Public Relations Foundations Certification | LinkedIn Learning
- Social media Marketing Certification | HubSpot Academy