

# Jennifer Wennig

Content Creator. Writer and Editor. Marketing Communications Specialist.

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## Laurel May Content

*Founder and Senior Content Creator. 1997 – Present*

Create, write, and edit content supporting marketing communications efforts across various sectors including banking, consumer goods, healthcare, higher education, nonprofit and advocacy organizations, retail, and sports. Writing and editing deliverables include website content, print collateral materials, digital newsletters, features, internal communications, paid media, employee instructional/policy and procedure guides, social media content, brand messaging, and stakeholder communications.

## Avēsis (November 2022 — Present)

- Write and edit a range of internal and external marketing communications products on behalf of specialty health insurance company. Deliverables include rebranded flagship brochure, marketing and sales collateral (pullup and tabletop banners, ad copy, conference/tradeshows directories copy, vision and dental brochures), provider and member relations newsletters, leadership team bios, code of conduct handbook, brand boilerplates, and social media content.
- Brand and audience strategic copy development.
- Provide marketing communications support to regional sales and provider relations teams.

## Umpqua Bank (October 2022 – April 2023)

- Wrote and copy edited procedure resources for operations team.
- Copy edited process guidelines for frontline commercial banking team following internal style guide.

## Gap Inc (2022)

- Developed, wrote, and revised copy and design of company-wide employee training modules.
- Drafted/revised training video script.
- Wrote internal communications announcing new modules and training schedules.

## Byline Bank (2017 – 2019, 2020)

- Revamped digital and in-print content for the wealth management division.
- Provided technical writing and editing for consumer instructional guide.
- Increased employee intranet traffic with refreshed content and engaging team member profiles.
- Wrote/revised external marketing communications materials: Website copy, media releases, social media, leadership/new hire announcements, leadership and employee bios, and communications templates for branches.
- Collaborated with designers to develop advertising and marketing campaigns (digital, transit, billboard, and collateral marketing materials). Wrote and edited employee digital newsletters, emails, and weekly talent profiles.
- Created annual social media calendar content and produced copy for bank-sponsored events and significant dates.
- Proofed client and consumer instructional materials related to digital conversion after bank acquisition.

## NIIT (2019 -2020)

- Partnered with subject matter experts (SMEs) to develop, design, and write two technical, instructor-led PowerPoint talent training modules for banking and financial industry employees at a Fortune 500 company.
- Created two training modules that cleared the client's quality and control process and avoided audit.

## Concordia University (2019 – 2020)

- Wrote digital feature articles about university students, faculty, programs, and events published on the university website that consistently increased unique visitors to the university website.
- Wrote digital feature stories for Concordia's School of Law. Prepared and checked website copy and collateral marketing materials to promote university-hosted activism program.

## Centerstage Chicago (2004 – 2006)

- Created and wrote popular feature series "Traffic Jam," creative first-person narrative of city girl tackling country life one adventure at a time.
- Developed and wrote quirky Q&A series "Tea @ 3," chronicling under-the-radar and inspiring Chicagoans.

## Agency Work

Burson-Marsteller (Sears), Clear!Blue Marketing (Chrysler), Golin (The Body Shop, Coors, Florida Dept. of Citrus, Keebler, McDonald's, and Ronald McDonald Children's Charities, Weber Shandwick Worldwide (General Motors and Saturn).

- Developed and executed media relations strategies and pitches, developed media lists, conducted media outreach, and maintained relationships, monitored media coverage, compiled reports and analysis, tracked trends, and managed on-site media relations.
- Created, promoted, and managed special events, recruited/managed volunteers, and managed vendor relationships and other external partnerships.

### **State of Oregon/Oregon Health Authority (OHA)**

*Public Affairs Specialist, August 2021 – July 2022*

#### **External Relations Division**

- Wrote and edited content—through an equity lens that was culturally and linguistically appropriate and accessible—published on a variety of platforms including OHA’s blog, daily e-newsletter distributed to 200,000 subscribers, weekly internal staff newsletter, and provided communications support for partners.

#### **Oregon State Hospital**

- Served as communications team liaison to the Emergency Operations Center (EOC).
- Drafted EOC update newsletter distributed to leadership and hospital staff.
- Wrote/edited leadership correspondences, all-staff emails, collaborated with hospital leadership and SMEs to develop and write patient and staff policy communications.
- Wrote employment copy, updated intranet, edited behavioral health newsletter, and wrote social media posts.

### **UnidosUS**

*Writer and Editor, 2017 – 2019*

- Edited media materials, policy fact sheets and issue briefs, congressional testimonies, newsletters, program/instructional curriculum, event materials, and HR content for prominent civil rights and advocacy organization.
- Wrote original content for education policy team featured on blog, across social media platforms, and distributed to affiliates and partners.

### **Explorers Cooperative Learning Community**

*Director, 2014 – 2016*

- Founded and grew (from five to 25+ families) parent-led educational program focused on collaborative, hands-on, and creative learning for more than 60 students.
- Recruited and managed volunteers and guest instructors including musicians, writers, scientists, and librarians.
- Secured donated space for co-op to conduct weekly learning sessions.

### **Durk Rion Public Relations**

*Media Relations Specialist, 2005 – 2006 and 2013 – 2016*

- Wrote and edited press releases, fact sheets, media alerts, product sheets, and bios.
- Established and sustained media relationships, monitored coverage, provided onsite event and media support.
- Helped secure more than 100 million media impressions for Weber’s Command of Grill cookbook and events.

### **Alabama Media Group**

*Contributing Writer, 2010 - 2013*

- Developed and pitched story ideas for AL.com and The Huntsville Times, researched and interviewed subjects, wrote real estate features and content for regional parenting and lifestyle magazines (GrowingUP and Spark).
- Wrote two cover story features and created popular original series, “Get to Know a Realtor.”

### **F&W Media**

*Freelance Writer/Copy Editor, 2012*

- Participated in story idea development, profile subjects, and wrote features for *Stitch Craft Create* magazine.
- Produced photo captions and section lead-ins. Copy edited and proofread content prior to publication.

### **Huntsville Hospital Foundation**

*Grant Writer/Staff Editor, 2010 – 2012*

Edited newsletter, leadership correspondence and collateral marketing communications pieces.

- Identified grant opportunities and collaborated with SMEs to craft concise, compelling grant narratives/proposals.
- Co-authored grant that received funding for Huntsville Hospital Heart Center.
- Improved stakeholder communication with consistent messaging and revitalized newsletter.

### **Golin**

*Media Relations Specialist and Project Manager, 1994 – 1995 and 2002 – 2007*

- Wrote and edited media materials for multiple consumer accounts including The Body Shop, Coors, Florida Dept. of Citrus, Famous Amos, Keebler, Levi Strauss Signature, McDonald's, and Ronald McDonald House Charities.
- Engaged in proactive account management and communication with clients.
- Researched and created media lists, executed outreach, developed media relationships, and monitored coverage and trends.

#### **Columbia College Chicago**

*Communications Specialist, 2001 – 2003*

- Managed media databases, conducted media outreach, and served as media liaison during special events.
- Crafted/edited internal communications and press releases, event programs and donor correspondences.
- Assisted in managing donor relations and tracking fundraising and donation activities.

#### **Education**

##### **Bachelor of Arts in Communication Studies**

DePaul University, Chicago

#### **Skills**

Microsoft Office 365, Microsoft Teams, Adobe InCopy & InDesign, SharePoint, WordPress, YouTube, GovDelivery, Articulate 360, and style guides.