



**Jenna Johnston**

**Marketing + Communications Professional**

517-896-9822 | johnstjl20@gmail.com | jenna-johnston.com

Dynamic marketing & communications professional with experience leading and executing marketing efforts for early-stage companies. Seeking the opportunity to use leadership, problem solving, and data-driven decision-making skills to create meaningful results for an organization that excites me. Natural self-motivator committed to continuous learning and cultivating relationships.

**EXPERIENCE**

**Marketing Manager** | Neuropeak Pro (Health & Wellness)

May 2022 – December 2023

- Led marketing efforts that elevated brand awareness, managed various vendor relationships, and executed strategic partnerships to meet organizational goals.
- Conducted market research to identify key trends, opportunities, and customer insights with focus groups and client feedback surveys.
- Implemented multi-channel marketing campaigns to effectively communicate Neuropeak Pro's unique value proposition.
- Assisted in creating and maintaining a brand messaging guide, targeted messaging, visual assets, video, and a library of educational client-facing content.
- Led multi-department collaboration to implement a certification course approved for PDR credits by PGA of America. Results expanded product offerings, reached new markets, better educated clients, drove sales, created brand champions, and wholesale partners.
- Managed influencer relationships and assisted in negotiating social media contracts.
- Developed strategy for product seeding and affiliate marketing program using Affiliate WP.
- Oversaw campaign strategy for organic social media, SEM, PPC, and email marketing, to reach and engage our target audience in a meaningful way.

**Marketing Coordinator** | Neuropeak Pro (Health & Wellness)

March 2019 – May 2022

- Managed launch of WordPress eCommerce website.
- Led continuous cross-functional collaboration with web partners and client engagement department to develop features that enhance client experience.
- Oversaw social media strategy to increase brand awareness. Resulted in +458% in organic follower growth.
- Led PR initiatives including writing press releases, distribution, and outreach to digital and print publications.
- Coordinated speaking opportunities through PGA section partnerships to provide educational value to partners while promoting sales within the golf market and beyond.
- Expanded top of sales funnel and digital presence by overseeing strategy for SEM and PPC campaigns.

**Marketing Coordinator** | Grilla Grills (Outdoor Products)

February 2017 – March 2019

- Oversaw and executed marketing and operations efforts such as planning events, customer service, B2C sales using Shopify, content writing, and the brand influencer program.
- Executed content creation, video editing, graphics, copywriting, and posting using Adobe Creative Suite and Hootsuite.
- Led social media community management to provide customers with support and opportunities to positively engage with the brand.
- Created compelling content for SEO and website blog.

**EDUCATION**

Grand Valley State University

B.S. Health Communications | Minor Public Relations/Advertising

ELEVATE Leadership Program

Becoming a leader | Leading difficult conversations | Positively energizing leadership | Leading change + strategy | Developing people.