

JENNIFER KEMPER

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Summary

Brand leader who delivers high-impact, data-driven editorial and creative strategies. Proven track record of building audience and driving demand with high-quality SEO content.

Work Experience

Kemper Content

Freelance Copywriter and Content Strategist/Fractional Head of Content

June 2023 – Present

- Provide writing, editing, and content strategy services and consulting to technology and small-mid size business clients
- Turn executive and organizational messaging into speeches, workshops, webinars, and event content
- Manage social media, email, and editorial content calendars in alignment with marketing plans and product roadmaps

AmerisourceBergen (now Cencora)

Director, Content Strategy

July 2015 – April 2023

- Led, operationalized, and matured the content marketing and copywriting function for a Fortune 15 global healthcare company
- Set the enterprise-level content strategy and defined the role of content across the organization
- Grew content production by 168% and digital audience by 157% in a single year
- Wrote content and managed the team that created thought leadership pieces and inbound/owned content like blog posts, video, podcasts, and infographics, as well as ad copy, marketing collateral, and event content for six different audiences
- Developed the organization's brand voice and editorial style
- Used Google Analytics, SEMRush, and competitive analysis to gather insights and develop data-driven content and campaign strategies
- Managed content development and content technology budget
- As part of the Brand & Creative leadership team, participated in decisions about the organizational design of the creative team and long-term vision for the brand; collaborated with peers on professional development opportunities for the brand team

OnMessage

Senior Manager, Content Development

March 2013 – July 2015

- Wrote thought leadership content and marketing assets for B2B clients' content marketing and demand generation campaigns
- Interviewed C-level executives and subject matter experts to develop meaningful and compelling content from white papers and corporate brochures to email campaigns and video
- Created presentation content, speeches, promotional materials, and video scripts for live events

- Collaborated with account teams on content strategy
- Led creative concepting for multi-channel marketing campaigns

TMP Worldwide

Manager, Digital Advertising

April 2012 – March 2013

- Project lead for a recruitment advertising firm and strategic liaison between clients and the agency for employer brand and other messaging and digital projects (websites, SEM, etc.)
- Acted as a source for project status and client feedback for creative and digital development teams as well as media and production vendors while monitoring job costs and timelines to ensure efficient delivery
- Implemented and reported on SEM and other media campaigns and packages, digital products, and recruitment advertising solutions for clients in the healthcare, oil and gas, tech, and financial industries

Community and Advocacy

Junior League of Arlington

Vice President of Communications, Board Member

June 2021 – Present

- Oversee all internal and external communications for nonprofit with a mission of advancing women's leadership for meaningful community impact through volunteer action, collaboration, and training
- Coordinate all League publicity and marketing, including press releases, social media, marketing campaigns, and collateral
- Make recommendations to the Board concerning public relations policies and issues
- Oversee brand standards of the League

Education

University of Texas at Arlington

BA, English Literature (Writing Minor)

Skills | Certifications | Memberships | Honors

- HubSpot Inbound Marketing Certification
- HubSpot Digital Marketing Certification
- Google Analytics Certification
- Featured speaker at LavaCon Content Strategy Conference (*Five Secrets for Creating Content at Scale*)
- SEMRush power user
- Member, Society of Professional Journalists
- Contently Advisory Board member