JENNIFER KEMPER

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SUMMARY

Strategist, brand leader, and data-driven creative with deep healthcare experience and zero tolerance for fluff. I turn ideas into action for organizations that want to make a difference.

EXPERIENCE

NeuLine Health Management

Senior Vice President, Strategy | October 2024–April 2025 | McKinney, TX

- Led strategy across marketing, branding, and go-to-market for a family of healthcare brands, focusing on patient experience, growth, and innovation
- Developed the organization's messaging framework and trained cross-functional teams on messaging alignment and empathy mapping
- Conceived and directed the development of an AI-powered (LLM) enhancement for the company's proprietary SaaS platform to enhance the patient experience and differentiate the overall diagnostics offering
- Evolved the marketing function to incorporate strategic planning, digital tactics, and direct-to-patient (DTP) campaigns with clear KPIs linked to business goals
- Partnered with C-suite, sales, and account development to drive growth/pipeline with innovative campaigns and explore new markets and services/solutions

Kemper Content

Fractional Strategist, Brand & Content | June 2023–April 2024 | Arlington, TX

- Guided startups and mid-size businesses with lean teams and budgets through brand, content, and GTM strategy
- Built automated lead-nurture streams, developed campaign architecture, and launched SEO-informed digital content programs
- Created and delivered consistent brand positioning and messaging across websites, webinars, sales enablement, and executive communications
- Advised founders and executives on smart storytelling and marketing strategy at scale

AmerisourceBergen (Cencora)

Director, Content Strategy | July 2015–April 2023 | Remote (HQ in Conshohocken, PA)

- Built and scaled a centralized content function for a Fortune 10 global healthcare company with six audiences and multiple matrixed business units
- Spearheaded content governance and brand voice during a global rebrand; created org-wide style guide and systems for consistent messaging
- Led omnichannel campaigns that increased lead generation by up to 427% and improved core digital KPIs
- Collaborated with business leaders, product, and marketing teams to align content and GTM with evolving business priorities

OnMessage
Senior Content Development Manager | March 2013–July 2015 | Dallas, TX

- Created content strategies and led campaign execution for enterprise clients in healthcare, tech, and logistics
- Pitched and launched demand generation programs and evolved the agency's own content marketing model
- Partnered with creative and account teams to ensure campaign performance matched strategic goals

TMP Worldwide (Radancy)
Project Manager, Digital Advertising | April 2012–March 2013 | Dallas, TX

- Managed digital employer brand and recruitment marketing campaigns across highly regulated industries (healthcare, oil and gas)
- Implemented and optimized SEO, SEM, and display campaigns
- Tracked pipeline and cross-sell/upsell opportunities to improve both revenue and client results

EDUCATION

University of Texas at Arlington
BA, English | Writing Minor

CERTIFICATIONS + MEMBERSHIPS + ACCOMPLISHMENTS

- Google Analytics/GA4
- HubSpot Digital Marketing + Inbound Marketing
- B2B Content Marketing Strategy: SEO Writing
- Society of Professional Journalists
- Junior League of Arlington (Board Member + VP Communications)
- Speaker, LavaCon Content Strategy Conference