

# JENNIFER KEMPER

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[Portfolio](#) | [LinkedIn](#)

## WORK EXPERIENCE

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### **Kemper Content**, Arlington, TX

*Freelance Writer, Content and Communications Strategist*

6/2023-Present

- Help small- mid-sized businesses make the most of limited resources, build credibility, and generate leads with owned content
- Write marketing content, speeches, video and podcast scripts, webinars, workshops, and event content
- Perform content audits and SEO keyword research to inform overall content strategy

### **Cencora (formerly AmerisourceBergen)**, Conshohocken, PA

*Director of Content*

10/2018-4/2023

- Equipped team members to effectively evangelize Fortune 10 brand's story with tone of voice and editorial style refresh
- Introduced newsroom approach to owned media that met business goals and customer needs while boosting production by 168%
- Standardized content process across six marketing segments
- Built engaged audience: increased referral traffic by 29%, new users by 53%, time on page by 131%; reduced bounce rate by 75%
- Grew scope of role to include brand/promo copy and functioned as Creative Director in organization's in-house agency model, driving consistency across marketing channels
- Pitched and executed content-led campaigns that drove up to 427% more leads in some audience segments

### *Senior Manager, Content Strategy*

7/2015-9/2018

- Hired as individual contributor for enterprise content marketing; became one-person COE for multiple business units, eventually managing six-person content and copy team along with 20+ freelancers, content technology stack, and dedicated COE budget
- Defined brand voice; created house style guide and spearheaded marketing adoption
- Shifted internal perception of content's role and impact by introducing brand journalism, writing for events, executive social media, and high-visibility presentations

### **OnMessage**, Dallas, TX

*Senior Content Development Manager*

03/2013-07/2015

- Evolved agency's content marketing approach to include branded content and custom publishing
- Created content and communications across healthcare, tech, and transportation
- Launched content marketing program for agency's largest client
- Led creative concepting and pitching for multi-channel marketing campaigns

## RELEVANT VOLUNTEER EXPERIENCE

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### Junior League of Arlington, Arlington, TX

*Vice President of Communications*

6/2021-Present

- Established campaign approach to promoting fundraisers for local chapter of nonprofit with mission of advancing women's leadership for meaningful community impact
- Helped create annual plan to define how league will measure success
- Introduced goal metrics for communications team
- Improved quality of marketing materials and press releases; Grew social media reach by more than 20% on each platform
- Standardized graphics and messaging as part of parent brand refresh; trained league leaders on what a brand is and importance of consistency
- Redesigned website to improve user experience and build donor/recruiting audiences

## EDUCATION

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BA English, Writing Minor

University of Texas at Arlington

## SKILLS + CERTIFICATIONS

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AP, AMA, Chicago, and MLA Style

Brand journalism

Brand strategy

Content marketing

Content strategy

Copywriting

Creative direction

Creative pitching

External communications

Infographics

Long-form content

Owned media

SEO

Google Analytics Certification

HubSpot Digital Marketing Certification

HubSpot Inbound Marketing Certification