

Jenna Goldenne

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STRATEGIST & STORYTELLER

PROFESSIONAL SUMMARY

Creative and digital strategist for leading brands that have included Microsoft, Coca-Cola, Shell, and more. Action-oriented, insightful, and comfortable working with a variety of stakeholders to plan and land brand campaigns, digital marketing assets, and marketing launches.

SKILLS

| PROFESSIONAL

Digital strategy
Brand strategy
Creative direction
Content marketing

| TECHNICAL

Copilot (AI)
Adobe Photoshop
UX (Adobe XD, Figma)
Social media (Sprinklr)

EDUCATION

| BACHELOR OF JOURNALISM

University of Missouri | 2017
Strategic Communication &
Advertising
Minor in Sociology
Certificate in Sales
Multicultural Certificate

| UX RESEARCH & DESIGN

SPECIALIZATION

Coursera and University of
Michigan | 2021

WORK EXPERIENCE

SENIOR CONTENT STRATEGIST

Microsoft, Chicago | Sept 2021 - Current

Land differentiated brand stories that demonstrate Microsoft as an AI thought leader by partnering with leads across creative, product, and digital experience teams.

- Develop content briefs to distill the AI transformation narrative across integrated marketing inclusive of web, blog, email, social media, paid media, SEO, and events.
- Provide key messaging guidelines and review creative concepts and campaigns to ensure voice and tone is consistent, clear, and rooted in brand truths.
- Take on the role of subject matter expert by monitoring the customer journey and identifying trends and opportunities across priority industries and themes.

COMMUNITY STRATEGIST

Moxie (Publicis Groupe), Atlanta | Oct 2018 - Sept 2021

Planned engaging and memorable digital experiences in the Coca-Cola Social Center to inspire brand love and loyalty for audience communities.

- Conducted real-time listening to identify relevant cultural moments and trends for brands including Fanta, Sprite, Vitaminwater, Honest Tea, and Peace Tea.
- Built comprehensive digital platform response plans for product launches inclusive of copywriting, influencer support, and production of branded items.
- Provided content audits and user insights for additional brands to improve UX across web motions and apps.

CONTENT STRATEGIST

J. Walter Thompson (Wunderman Thompson), Atlanta | Sept 2017 - Sept 2018

Implemented content strategy across social media, blog, web, and paid media and responded to brand campaign briefs with creative and editorial support.

- Identified themes and trends to create monthly evergreen content plans for Shell brands in coordination with influencer and media teams.
- Executed real-time social media strategy in collaboration with production teams for events including auto shows and NASCAR races.
- Conducted research and analytics to prepare social media guidelines and calendars for brands like the U.S. Virgin Islands, Aspen Dental, and Northrop Grumman.