

Jessca Rancier-Floyd

Content & Creative Marketing

Today's marketing landscape demands professionals who can navigate both cutting-edge technology and timeless fundamentals. I leverage AI and modern tools strategically—using them to amplify creativity and efficiency, not replace critical thinking or human insight. My experience has taught me when automation streamlines processes and when hands-on expertise is irreplaceable. You get both innovation and reliability—campaigns that harness the latest capabilities while staying rooted in proven strategy.

CONTACT

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EXPERIENCE

Content Director

Decimal Health · January 2025 - Present

Led comprehensive digital marketing strategy and execution for a digital health consultancy, driving measurable growth across client portfolios and strategic partnerships.

Highlights:

- Delivered complete digital transformations for health system and life science clients: new websites, 4 strategic white papers, targeted BD campaigns, and social media overhauls
- Spearheaded marketing for CancerX community and accelerator program (Moffitt Cancer Center partnership), including full website rebuild and multi-stakeholder BD strategy targeting health systems, pharma, and payors
- Executed data-driven social media strategy delivering 27% increase in page views and 36% increase in unique visitors within 5 months

Content Marketing Manager

Envera Health · February 2022 - January 2025

Led content marketing department strategy, production, and project management, transforming sales intelligence operations and digital presence to drive measurable business impact.

Highlights:

- Built and executed comprehensive online asset library achieving consistent first-page Google rankings across target keywords
- Revolutionized sales intelligence and ABM strategy through strategic overhaul, new hire training programs, and process optimization—delivering 4x increase in sales intel volume while dramatically reducing time between intent signals and first contact

Content Manager

Professional Credit (Hawes Group) · September 2017 - February 2022

Developed and executed comprehensive content strategy for diversified financial services firm, delivering integrated marketing solutions across commercial, government, and healthcare sectors.

Highlights:

- Managed full-spectrum content production spanning print and digital channels: strategic copywriting, competitive RFPs, and design initiatives
- Provided cross-portfolio marketing support for sister companies within the Hawes Group corporate structure, ensuring brand consistency and strategic alignment



AREAS OF EXPERTISE

Content Strategy & Development

Go to Market Campaigns

Video Email Social Media

Brand Building Graphic Design

Creative Team Coordination

Thought Leadership RFPs

EDUCATION

Bachelor of Arts

Major: English

University of Oregon

PROFICIENCIES

HubSpot
Monday
WordPress
Squarespace
Wix
Adobe Creative Suite
Elementor
Hootsuite
Canva
Mail Chimp
Wideo
Lumen 5
6sense
Drift
Seismic
Pathfactory
Trello
Claude

REFERENCES

Ann Stadjuhar (303) 941-4100
Lead of Growth/Product, CancerX

Cally Christensen (303) 909-0181
Regional BDR, Knowtion Health

Alex Barker (276) 732-9315
Sr Director of Product, Decimal Health