

Jessca Rancier-Floyd

Content & Creative Marketing

Strategic brand architect translating founder vision into measurable market impact.

EXPERIENCE

VP of Content & Brand

4Youngevity · August 2025 - Present

Lead brand development, content strategy, and integrated marketing for digital health startup democratizing Dr. Michael Roizen's longevity framework through AI-powered wellness coaching. Direct agencies, vendors, and freelance talent while ensuring authentic founder voice representation.

- Orchestrated complete brand identity development from ground zero, delivering visual systems, dual B2B/DTC messaging frameworks, and comprehensive brand book
- Built multi-audience website with HubSpot integration serving parallel enterprise and consumer pathways
- Revitalized dormant DTC channels (inactive 2+ years) achieving 295 organic community members in 3 months with 40% monthly active user rate
- Built B2B LinkedIn presence generating 3,011 impressions with 42x organic reach in 30 days; increased inherited audience engagement 144% (Facebook) and 266% (Instagram)
- Manage newsletter with 22K subscribers achieving 37-57% open rates, outperforming healthcare benchmarks
- Built research-driven implementation toolkit: 25+ assets (white papers, guides, infographics, case studies) for industry wellness initiative

Content Director

Decimal Health · January 2025 - December 2025

Led content strategy for boutique digital health consultancy managing three brand initiatives: Health Systems and Life Sciences consulting practices and CancerX accelerator program (Moffitt Cancer Center partnership). Delivered enterprise-level marketing output independently.

- Architected 47-page CancerX website achieving zero to 15K+ engaged visitors in 5 months with 276% month-over-month growth spike
- Implemented social media strategy delivering 27% engagement growth and 36% audience development
- Developed comprehensive content ecosystems spanning white papers, pitch decks, video content, and marketing collateral

Content Marketing Manager

Envera Health · February 2022 - January 2025

Led content marketing department strategy and sales intelligence transformation for healthcare call center engagement partner, contributing to successful company acquisition.

- Revolutionized sales intelligence and ABM strategy delivering 4x increase in intel volume
- Organically doubled social media following in 12 months; achieved top 5 LinkedIn follower gains competing with industry giants
- Created content gateway driving 80% of qualified leads

Content Manager

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

Advanced from content creator for AR Management/Cybersecurity SAAS startup to strategic content lead across Hawes Group's diversified portfolio, contributing to Professional Credit's successful 2021 acquisition.

- Led creative vision and execution for company-wide merger, unifying two businesses under single brand
- Managed complete rebrand including logo, messaging architecture, and all marketing/sales collateral
- Built content frameworks adaptable across legal, lending, HR, medical billing, SAAS, and technology services



CONTACT

+541-517-0547
hirejesstoday@gmail.com
in/jessca-rancier-floyd
hirejesstoday.com
East Longmeadow, MA 01028

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	Mail Chimp
Monday	Wideo
WordPress	Lumen 5
Squarespace	6sense
Wix	Drift
Adobe Creative Suite	Seismic
Elementor	Pathfactory
Hootsuite	Trello
Canva	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
Chief of Staff, 4Youngevity