



Jessca Rancier-Floyd

Looking for a marketer that can use modern tools, like artificial intelligence, without being totally reliant on them? Has the wisdom to know when to lean on tech and when to roll up their sleeves? That comes from experience...

(541)
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BEND, OR
97707

"Jess of
all trades"

PROFESSIONAL HISTORY

CONTENT MARKETING MGR- ENVERA HEALTH

- Department Head responsible for strategy, production, and project management
- Executed a robust content strategy and established a diverse online asset library that earns first page google ranks
- Overhauled sales intelligence and ABM strategy, including new hire training, improving the volume of intel 4-fold, and closing the gap between intent activity and first contact

CONTENT MANAGER- PROFESSIONAL CREDIT

- Content strategy and design for financial services firm serving heavily regulated industries: commercial, government, and healthcare
- Executed diverse projects in print/digital, including copywriting, RFPs, and design, while supporting sister businesses in the corporate portfolio

CONTENT WRITER- KG HAWES

- Sole content developer for SAAS start-up
- Developed and executed digital marketing strategy including email and social campaigns
- Promoted to parent company (Hawes Group) to be utilized by companies across their portfolio

SKILLS

- | | | |
|------------------------|--------------|-----------------|
| • HubSpot | • Elementor | • 6sense |
| • Monday | • Hootsuite | • Drift |
| • WordPress | • Canva | • Seismic |
| • Squarespace | • Mail Chimp | • Pathfactory |
| • Wix | • Wideo | • Trello |
| • Adobe Creative Suite | • Lumen 5 | • Microsoft 365 |

EDUCATION

GRADUATE IN LIBERAL ARTS
University of Oregon
Major: English
GPA: 3.75

- Graduated with Honors
- Phi Theta Kappa Honor Society
- Golden Key International Honor Society
- National Society of Leadership and Success

PORTFOLIO

HIREJESSTODAY.COM

Web Content

Blogs

Magazine Articles

Newsletters

Email Campaigns

White Papers

Case Studies

Graphic Ads

Animated Videos

Flyers

Brochures

eBooks

Scripts

Client Contracts

Service Proposals

RFPs

Social Media

REFERENCES

PROFESSIONAL:

MaKenzie Ficek (541) 912-8915
VP of HR, Hawes Group

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

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

PERSONAL:

Lily Cranor (541) 591-5598
M.D., Frontier Medical Group

Nick Reiser (541) 513-6777
Engineer, HP

OTHER NOTABLES

Remote work native
Time zone flexible
Open to relocation
Experience with Global teams

MAR 2022-
PRESENT

OCT 2018-
MAR 2022

SEPT 2017-
OCT 2018