

JENN GRIFFIN - BRAND, MARKETING & EXPERIENCE STRATEGY LEADER

Case Studies: jenngdesigns.com | jenngdesignsit@gmail.com | (804) 241-3235 | LinkedIn: [/jenngdesigns](https://www.linkedin.com/company/jenngdesigns) | Charlotte OR Remote

SUMMARY

I look at the whole experience: how a brand looks, what it says, how people experience it, and what it takes to deliver it well. I bring an analytical, designer's mindset to complex business challenges. I connect customer insights, make things easier to understand, get ideas across the finish line, and build systems that make the work easier the next time around.

I work alongside leadership teams to connect big-picture strategy with hands-on execution. My background spans 20+ years across startups, growing businesses, and financial services, integrating brand, lifecycle marketing, customer experience, and operations to build cohesive ecosystems that support growth.

\$13M+ Recovered Repayments • 15% Client Revenue Growth • 300% CTR Lift • 30% Faster Delivery • 75% Fewer UI Defects

CORE COMPETENCIES & SKILLS

BRAND & MARKETING STRATEGY: Brand Strategy, Market Positioning, Messaging, Integrated Marketing, Growth Strategy, Content Strategy, Creative Direction, Storytelling

LIFECYCLE & EMAIL MARKETING: Lifecycle Strategy, Email Strategy & Design, Email Campaign Execution, Customer Journey Mapping, Audience Segmentation, Behavioral Messaging, Lead Nurturing, Re-engagement & Retention Strategy, Email & SMS Communications, A/B Testing, Engagement & Conversion Optimization

CUSTOMER & DIGITAL EXPERIENCE: Customer Experience (CX), UX Design, Digital Experience Strategy, Information Architecture, Omnichannel Communications, Customer Insights, Performance Analytics

MARKETING OPERATIONS & LEADERSHIP: Marketing Operations, Creative Operations, DesignOps, Marketing Automation, CRM Integration & Workflows, Communication Governance, Design Systems, Workflow Optimization, AI-Enabled Processes, Project Management, Cross-Functional Leadership, Team Development, Executive & Stakeholder Communication

EXPERIENCE

PRINCIPAL CONSULTANT | BRAND & EXPERIENCE DESIGN

October 2010 – Present

Jenn G Designs | AI/SaaS, healthcare, e-commerce, construction & nonprofit

Help organizations clarify their brand, improve the customer experience, and build better ways of working.

- Served 40+ clients across SaaS, nonprofit, healthcare, e-commerce, and construction.
- Designed and launched 30+ websites, connecting brand, messaging, UX, and business goals.
- Increased nonprofit website traffic 50% through an integrated donation experience and strategy.
- Connected website inquiries with CRM workflows and supported project-management systems, improving inquiry handling and reducing manual entry.
- Build brand systems, digital experiences, and workflows that make creative execution more consistent and scalable.

DIRECTOR EXPERIENCE DESIGN & CREATIVE OPERATIONS

July 2023 – September 2024

Quanta Credit Services | *Start-up, B2B2C fintech – serving 20+ large financial brands*

Partnered with leadership, clients, and cross-functional teams to connect business goals, customer insights, marketing strategy, and the creative operations needed to deliver at scale across 20+ financial brands.

- Grew existing client revenue 15% through expanded service offerings and Salesforce integration.
- Increased email CTR 300% through lifecycle journey design, targeted messaging, and testing.
- Translated data-driven audience segments into tailored email and SMS experiences that addressed customer needs and encouraged action.
- Applied UX principles and customer insights to simplify complex financial communications across email, SMS, and digital touchpoints.
- Integrated customer personas, segmentation, and account-based marketing (ABM) strategies into HubSpot workflows, aligning Sales and Marketing to improve targeting
- Led and mentored creative talent, strengthening design thinking and connecting creative decisions to business outcomes.

CREATIVE DIRECTOR, DIGITAL EXPERIENCE & DESIGNOPS

August 2021 – July 2023

Quanta Credit Services | *Early-stage B2B2C fintech startup – all systems built from scratch*

Built the omnichannel customer communication experience and creative engine behind a growing fintech, from lifecycle strategy and experience design to the team, workflows, and design systems needed to scale.

- Contributed to \$13M+ in recovered repayments through clearer, customer-centered digital communications.
- Developed email and SMS experiences that simplified financial information and helped customers understand their options and take action.
- Built the creative team and DesignOps infrastructure from scratch, reducing delivery time 30% through streamlined workflows and governance.
- Built a reusable design system and component library, reducing UI defects 75% and prototyping time 40%.
- Developed service tiers connecting client needs, market positioning, and business goals.

DIRECTOR, DIGITAL EXPERIENCE & MARKETING

May 2008 – August 2021

Rink Management Services | *B2B2C, multi-brand portfolio of 40+ facilities*

Built the brand, marketing, and digital experience infrastructure supporting 40+ facilities and 300 annual programs and events.

- Increased attendance 40% through integrated campaigns spanning email, digital, paid media, SEO, and community marketing.
- Led creative direction, brand experience, digital communications, web design, paid media, and agency partnerships.
- Built centralized brand and marketing systems that improved consistency and streamlined execution across 40+ locations.

EDUCATION, CERTIFICATIONS & PROFESSIONAL DEVELOPMENT

M.A. Visual Communication — Regent University | **B.A. Communication** — Houghton College
HubSpot Email Marketing • Asana Ambassador • Wix Icon Partner