



Jen Byrd

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Profile

Marketing professional seeking a new opportunity at a growing organization where they can contribute writing, editing, project management and leadership skills to reach successful business outcomes.

Education

Bachelor of Arts
Strategic Communications
Marketing Minor
University of Central Oklahoma | 2017

Associate of Arts
Mass Communication
Journalism
Rose State College | 2014

Experience

MARKETING WRITER AND COMMUNICATION STRATEGIST

Lexeme Communications | Norman, Okla. | March 2020 – Present

- Create white papers, case studies, emails, blog posts, video scripts, web copy, sales enablement tools and other marketing content, primarily in SaaS and fintech
- Develop brand standards, organizational creative briefs and marketing plans
- Research, craft and pitch creative concepts for marketing campaigns

COPY MANAGER

Global Payments | Atlanta, Georgia | June 2021 – February 2023

- Increased email open rate 15% and CTR 20% by rebranding assets and updating messaging (2022)
- Led team of copywriters to consistently create best-in-class marketing content to reach the merchants of our partners, such as ISVs and financial institutions
- Set up and maintained copywriter repository of templates, style guides, up-to-date messaging and content examples
- Wrote, edited and proofread marketing materials. Deliverables included email nurture campaigns, slicks, landing pages, infographics, videos, direct mailers, social media posts, trade show assets, digital ads, print ads and blog posts

MARKETING WRITER

Paycom | Oklahoma City, Okla. | June 2019 – February 2020

- Coached junior writers and edited their copy for proper grammar, ensuring it followed AP style, brand voice and in-house guidelines
- Wrote display ads, press releases, web copy, brochures, industry guides, white papers, case studies, blog posts, social media copy and internal communications
- Conceptualized themes for marketing campaigns and executed deliverables

COMMUNICATION SPECIALIST

Candor | Oklahoma City, Okla. | October 2017 – June 2019

- Exceeded monthly media hits quota for a real estate client by 75% on average
- Wrote feature stories, press releases, media advisories, blog posts and web copy
- Managed client accounts on day-to-day and long-term strategic basis, including media pitching to local print and broadcast news outlets

COMMUNICATIONS MANAGER

Moore Laundry | Moore, Okla. | August 2012 – October 2017

- Increased revenue 4.5% through a digital communications campaign
- Researched, wrote, implemented and evaluated marketing campaigns
- Managed social media accounts, online reviews and customer service requests

Skills

Technical: Strategic marketing, AP style, Microsoft Office 365, InDesign, Photoshop, email marketing, SEO, Qualtrics, Simmons OneView, Google Analytics IQ, WordPress

Personal: Creative spirit, collaborative, organized, motivated, reliable, logophile, beachcomber, mildly funny, known to put on an oversized school mascot costume to create entertaining features

Activities/Honors

8-Time Addy Award Winner
American Advertising Federation

Red Cross of Central Oklahoma Volunteer
Heroes Breakfast media committee, 2019

Assn for Women in Communications President
OKC Chapter, 2020-2022

Citizens Police Academy Graduate, Class 44
Oklahoma City Police Department, 2018

Journalist of the Year
Oklahoma Collegiate Media Association, 2014