



# JEANNE GRUNERT

CONTENT MARKETING EXPERT

## WORK HISTORY

### SENIOR CONTENT MARKETING STRATEGIST

**Seven Oaks Consulting | 2007-Present**

- Provided expert content marketing leadership, strategy, and tactical execution to technology companies worldwide.
  - Developed, managed, and led content and digital teams for global ERP integration specialist
  - Led content marketing for global ERP integration company. Set editorial calendar, assigned writers, developed full content repository
  - Created partner marketing channels and content deliverables including presentations, partner kits, press releases
- Created content marketing programs for ERP, BI, CRM, and other SaaS resellers including blog posts, white papers, case studies, marketing materials.
- Established and managed editorial calendars, content teams, and writing for LoveToKnow.com, Demand Studios, About.com, technology companies (ERP integration, Salesforce, data, devops)
- Developed and wrote courses for adult learning and professional development organizations. Target audience programmers/dev ops, accountants, managers, tech professionals. Courses included: communications, leadership, time management, social media management
- Created and taught on-site seminars in SEO and content marketing strategy for corporate clients including Macmillan and local marketing agencies

### MARKETING DIRECTOR

**The Grow Network/McGraw-Hill | 2006-2007**

- Developed and launched new brand for custom education products - winner American Graphic Design Award, Best Brand
- Created customized pitches and sales collateral to sell state and district-level custom education programs

### MARKETING DIRECTOR

**TC Innovations/Teachers College/Columbia University | 2005 -2006**

- Developed and launched new brand for teacher professional development
- Invented first-ever professional development franchise

### MARKETING DIRECTOR

**The College Board | 1999 - 2005**

- Led all marketing for K-12 division
- Launched brand for pre-AP, new SAT test prep
- Managed and led all communication activities with state partnership with Florida including trilingual parent materials, PR with media outreach, events
- Increased catalog revenues 5x while slashing costs \$100k

## PERSONAL PROFILE

Award-winning writer & prominent content marketing expert. Straightforward working style that builds trust and long-term value. B2B content and SEO writing expert.

## SPECIALIZATION

**B2B Content Marketing**

Technology - Manufacturing - Education

Content Marketing Strategy & Implementation  
Writing, Blogging, Marketing Writing  
Leading Remote & Virtual Teams

## CONTACT INFO:

Mobile: 434-808-4163

Office: 434-574-6253

Email: jeannegrunert@gmail.com

Website: [www.sevenoaksconsulting.com](http://www.sevenoaksconsulting.com)

Office Address: 1220 Hixburg Road,  
Prospect, VA 23960

## SKILLS AND ABILITIES

- Over 20 years senior marketing experience
  - 30+ years writing professionally
- Outstanding management skills
- Certifications in Content Marketing, Social Media Marketing, and Personal Branding
  - SEO and SEM expert
- WordPress, G Suite, Asana, Trello, Teams, Canva

# CONTENT MARKETING WRITER - SEO EXPERT

## WORK HISTORY

### COMMUNICATIONS MANAGER

#### Actrade Capital, Inc. | 1997-1999

- Public relations and marketing communications for B2B financial company
- Managed trade shows, created direct marketing and sales materials

### MARKETING MANAGER

#### Martin Viette Nurseries | 1994 - 1997

- Develop all store sales collateral, signage, brochures
- Led all local public relations efforts resulting in NY Times story and TV coverage on local NBC affiliate and cable news
- Created and launched new brand for 100 year old store
- Managed direct mail

### COPYWRITER

#### Yellow Book USA | 1988 - 1994

- Wrote advertisements and radio scripts for local small businesses
- Managed 100+ customer accounts to gain customer satisfaction with advertisements

## EDUCATION

Master of Science, Direct and Interactive Marketing - 2004  
New York University | Awarded with Distinction

Master of Arts, Writing - 1996  
City Univeristy of New York, Queens College

Bachelor of Arts, English - 1991  
Summa cum Laude, Molloy College

Certificate, Adult Educator  
Nassau County New York BOCES

## AWARDS

(Shortlisted) 2022 Marketing 2.0 "Marketing Leadership" Award  
American Graphic Design Award, Best Brand Launch, 2007  
Lester Wunderman Award of Direct Marketing, 2004  
New York University Award of Excellent in Direct Marketing, 2004  
American Graphic Design Award, Best Catalog, 2003  
American Graphic Design Award, Best Direct Mail, 2002  
Belles Lettres Women Writers, Honorable Mention  
Brockport Fiction Writers Award, First Place

## PROFESSIONAL DESIGNATIONS

Board of Experts, NAIWE - Branding and Marketing (February 2023 to Present)