

# Jaclyn S. Freyman

Marketing and Communications Professional

Preferred Name: Jackie

Pronouns: She/her/hers

## Contact Information

E-mail: [jackie.freyman@gmail.com](mailto:jackie.freyman@gmail.com)

## Websites

<https://www.creatingalways.com>

<https://www.linkedin.com/in/jackie-freyman-09152824>

## Education

Emerson College, Boston, MA

Graduated Cum Laude, May '02

Primary Focus: Acting  
Secondary Focus: Writing

## Computer

Microsoft Office Suite

- Excel
- PowerPoint
- Outlook
- Word

Adobe Creative Suite

- Acrobat
- Audition
- InDesign
- Illustrator
- Photoshop
- Premiere Pro

Google Collaboration Tools

Salesforce (basic knowledge)

E-mail Campaign Platforms

- Constant Contact
- Mailchimp
- SendGrid

## About Me

Experienced marketing and communications professional with a creative background and a history of working in professional services, specifically the financial services industry; skilled in writing, editing, proofreading, graphic design, video production, event planning, social media, and e-mail campaign management

## Work Experience — Current

LPL Financial, Boston, MA

*Senior Writer, Sales Enablement (July 2023 – Present)*

- Write, edit, and design sales-focused content in support of department goals and in response to market needs, including articles, sales playbooks, video and audio scripts, e-mails, and more
- Support the execution of a yearly editorial calendar, as well as ad hoc events and sales opportunities
- Interview SMEs to understand complex topics and translate them into effective, accessible sales messaging
- Collaborate with sales team members to understand content efficacy
- Brainstorm ways to continuously improve and elevate the sales content ecosystem
- Create content for and support maintenance of team knowledge resources, including team content management system

GroupX Rx (formerly Great 2B Fit by Exercise Enterprise LLC)

*Independent Marketing Consultant (June 2018 – Present)*

- Website design and maintenance
- E-mail marketing and campaign management
- Graphic design and creation of marketing materials
- Event planning and support

## Accolades

Articles published on Forbes.com  
Produced playwright

## Skills

Writing  
Proofreading  
Editing  
Graphic design  
Photography  
Conversational French

**Writing samples provided upon request**

## Work Experience — Previous

Edelman Financial Engines, Boston, MA

*Communications Content Manager*  
(February 2022 – February 2023)

- Contribute to the writing and lead execution of storytelling content
- Ensure a cohesive strategy among collateral
- Quarterback internal projects across marketing
- Shepherd the creative process
- Ensure timely and quality-assured delivery
- Help complete the refresh and development of the Channel's content strategy and brand standards for collateral materials and initiative
- Manage project workflow in creative development while communicating roadblocks
- Continuously keep pulse on ways to improve processes

Moors & Cabot Investments, Boston, MA

*Marketing and Communications Manager*  
(March 2018 – February 2022)

- Creation of marketing collateral and graphic design
- Written communication and editorial
- Brand management and social media
- E-mail marketing and campaign management
- Media relations, PR, and advertising
- Video editing and production
- Website maintenance
- Event planning support

eSecLending, Boston, MA

*Marketing and Communications Associate*  
(August 2016 – March 2018)

- Brand management
- Communications/PR
- Event planning
- Board management and reporting
- Business development support
- Salesforce and Marketing Cloud administration

State Street Global Advisors, Boston, MA

*Global Content Manager (August 2012 – March 2016)*

- Coordinated compliance review and approval of standard presentation and RFP content
- Globalized the annual RFP content review process across the U.S., Canada, and EMEA regions
- Worked with SMEs and Graphic Design team to develop and revise standard content and materials within brand specifications
- Trained content end-users on usage rules and best practices
- Ongoing training of new Content Managers, content owners (Portfolio Specialists and Analysts), and Business Development Consultants

### **Work Experience — Previous (additional)**

The Bank of New York Mellon, Boston, MA

*(September 2006 – August 2012)*

MFS Investment Management, Boston, MA

*(June 2005 – September 2006)*

T. Rowe Price, Owings Mills, MD

*(October 2002 – June 2005)*