Jackie Freyman

Marketing and Communications Professional

Location

Boston, Massachusetts

Contact

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Websites

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

www.creatingalways.com

Education

Emerson College,
Boston, MA

Graduated Cum Laude,
May '02

Primary Focus: Acting
Secondary Focus: Writing

Computer

Microsoft Office Suite

- Microsoft 360
- Excel
- PowerPoint
- Outlook
- Word

Adobe Creative Suite

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

E-mail Campaign Platforms

- Constant Contact
- Mailchimp
- SendGrid

Google Collaboration Tools

Salesforce (basic knowledge)

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 and editing, event planning, social media, and e-mail campaign management

Work Experience — Current

BNY, Boston, MA

VP, Marketing & Communications | Content Specialist (March 2026 – Present)

- Work with the global content team to deliver the editorial agenda, primarily for the North American market
- Produce an array of content across marketing campaigns, commentaries, reports, and websites
- Build relationships with internal stakeholders across BNY Investments to identify opportunities for content collaborations
- Adapt content to meet the needs of different activities, such as social or paid media content promotion
- Work with the wider global content team to support BNY Investments across markets and help build best practices across our shared processes
- Peer review and edit content produced both within the content team and wider marketing team
- Understand and adhere to editorial compliance standards and processes, as well as standard operating procedures
- Actively look for improvements in process to achieve efficiencies in reaching relevant markets and cost-efficient production

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

Continue to next page for previous work experience →

Accolades

Articles published on Forbes.com

Produced playwright

Skills

- Photography
- Advanced French
- Beginner Italian
- Beginner Greek

Writing samples provided upon request

Work Experience — Previous

LPL Financial, Boston, MA

Senior Writer, Sales Enablement
(July 2023 – February 2026)

- 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

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
- 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

Product Information Specialist
(September 2006 – August 2012)

MFS Investment Management, Boston, MA

Quality Assurance Associate II, Correspondence Group
(June 2005 – September 2006)

T. Rowe Price, Owings Mills, MD

Senior Account Services Representative, Special Correspondence Group
(October 2002 – June 2005)