

JENNIFER FLECKNER
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Content Strategist | UX Specialist | Copywriter
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Jennifer Fleckner is a freelance content strategist and copywriter specializing in brand innovation, digital campaign rollout, and cross-channel consumer engagement. She currently serves as a lead consultant for Volvo's digital content and eLearning initiatives.

EXPERTISE

Content Strategy | User Experience | Messaging Development | Creative Oversight | Business Development

INDUSTRIES

Consumer Goods | Automotive | Media & Entertainment | Luxury Goods | Youth | eLearning

CLIENTS

Volvo Cars | Nissan/Infiniti | Disney Theatrical | Shubert Organization | Show-Score | Ben & Abby

RECENT ENGAGEMENTS

Thomson Reuters • frog design | New York, NY
Lead Content Strategist & Copywriter (Freelance) | 2019-Present

Leading content strategy and messaging development for Thomson Reuters' suite of digital legal products. Overseeing a multi-phase product revamp and the rollout of a new digital commerce platform. Managing a hybrid creative team of agency and client-side copywriters and content developers, collaborating across UX, Product Development and Marketing. Managing stakeholder engagement, expert content aggregation, and competitive/consumer research. Facilitating the development of all consumer-facing copy. Developed and implemented a flexible, modular content system that streamlines and validates the flow of information from Thomson Reuters' product experts to the consumer.

Volvo Cars • Ardent | New York, NY
Content Strategist, Project Oversight, Copywriter (Freelance) | 2019-Present

Oversaw content development and management for Volvo Car's global eLearning platform. Developed and tracked all learning-related communications across Volvo's consumer, intranet and sales channels. Served as editor and quality assurance lead across Volvo's digital learning channels. Oversaw content and messaging refinement for Nissan/Infiniti.

Nissan/Infiniti • Ardent | New York, NY
Business Development, Pitch Refinement (Freelance) | 2020-Present

Business development pitch oversight—messaging refinement, data tracking, opportunity insights and innovation strategy. Identifying an effective road map for Nissan/Infiniti's 2021 sales training across its digital portal.

Hydrogen Media | New York, NY
Content Strategist, Digital Marketing Lead (Freelance) | 2018-Present

Overseeing content strategy and copy development for a range of clients spanning hospitality, restaurants, home design and publishing. Managing digital packaging, marketing initiatives, and microsite development for digital and print publishing titles.

Show-Score | New York, NY
Sales Lead, Marketing Strategist, Copywriter (Freelance) | 2017-2018

Coordinated development and rollout of The Show-Score Experience, targeting suburban families through audience participation experiences, workshops, and producer talks for a variety of Broadway and Off-Broadway shows. Developed online content for the Show-Score blog and digital channels.