

JENNA BAILEY

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PROFESSIONAL SUMMARY

Content and brand marketing professional with six years across multi-location consumer brands and national B2B distribution. Owns blog operations, editorial strategy, and content analytics for a 750-branch North American distributor serving 5,000+ team members — built the content reporting function from zero, rewrote the corporate brand guide, and co-leads flagship campaigns. Previously a company's first marketing hire, promoted twice to manage 2 reports and 2 agencies across 28+ locations.

EXPERIENCE

Brand Marketing Specialist

City Electric Supply — Dallas, TX | Nov 2023 – Present

- Own end-to-end operations of the company blog for a 750-branch, 5,000-employee distributor — editorial strategy, production, and taxonomy; authored 36 posts since Nov 2023 and directed a full redesign that rebuilt tagging, repaired broken links, and retired an unmanaged content archive.
- Established content analytics where none existed: own GA4 reporting, corrected a double-tracking error, and filtered internal traffic to build the company's first reliable baseline, and deliver the monthly and quarterly reporting that now redirects content strategy.
- Lead the department's editorial meeting and set the content roadmap; built Airtable systems that track content inventory and source new topics.
- Rewrote the corporate brand guide — mission, vision, messaging, and voice — and rebuilt it as an Airtable interface to make brand standards usable across the department.
- Co-own flagship campaigns with the Marketing Communications Manager, spanning landing pages, email, paid and organic social, web ads, and digital signage.
- Lead and write the company's Annual Update each year, a 16-page booklet VPs use in vendor presentations to win and keep business; adapted it this year into a customer-facing "About CES" brochure after branches asked for a version they could use in smaller deals.
- Owned sponsor communications for CES Connect, the biennial company conference — built an Airtable system for volatile vendor contacts and wrote all sponsor email across a six-month runway; contributed to the 2024 campaign as one of three writers, including copy for a custom event app and vendor website.

Creative Marketing Manager

Common Desk, a WeWork Company — Dallas, TX | Jan 2022 – Nov 2023

- Owned creative and communications for 28+ locations — PR, email, social, editorial planning, brand design, web content, SEO, and paid and organic campaigns — managing 2 direct reports and 2 external agencies.
- Developed UX copy and partnered cross-functionally to refine the customer journey, driving a 120% increase in closed leads from campaigns within one year.
- Redeveloped Desk Notes, the weekly member newsletter, cutting production time by 75% and increasing open rates by 36% YoY.
- Established brand guidelines and training resources; audited 500+ brand materials and launched 3 portfolio brands across 16+ new-market openings.

Marketing Coordinator

Common Desk — Dallas, TX | Jan 2021 – Dec 2021

- Launched a new product navigation route on the company website, producing 91 new web pages; implemented automated forms and content-tracking software to improve team efficiency.
- Reimagined the brand's weekly newsletter and increased open rates by 11.3%; generated visual assets and copy and led cross-departmental contributors.

SKILLS

Content & Brand: Editorial Strategy | Content Operations | Brand Governance | Copywriting | SEO
Campaigns: Integrated Campaigns | Email | UX Copy | Paid & Organic Social | Analytics & Reporting
Tools & Leadership: Airtable | GA4 | WordPress | Adobe CC | Canva | Team & Agency Management

EDUCATION

Bachelor of Science, Speech, Language, and Hearing Sciences — Texas Tech University Health Sciences Center | Summa Cum Laude