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# Jennifer Gyllenskog

## *Digital Director*

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## EXECUTIVE PROFILE

My 28 year career as a Director of Digital Strategy has allowed me to examine the human-digital interaction from nearly every angle. From concepting, branding and planning. To technical specifications, user flows, site maps, wireframes and digital ecosystems. To creative development, production, testing and launch. Including teams, integrating sales and hearing feedback. Always held to analytic scrutiny so that conversion can increase and user experience can improve. Rarely intimidated by technology, I've helped introduce new categories and platforms. Jumping into roles that have never been done before, usually with no playbook to lean on. Luckily I have great marketing foundations, psychological insight, knowledge of user trends and rigorous agency process. Like my pioneer ancestors before me, I am captivated by the undiscovered frontier and excited to see what the interactive medium will bring next.

## EXPERIENCE

### **Digital Director, Attract Interact** - *Salt Lake City, UT - Bend, OR 2008-2023*

Owner and strategic director of this boutique-sized digital agency turned incubator.

- Help my clients define and support their brand. This includes defining the brand essence and personality while serving as brand guardian to ensure consistent use.
- Develop marketing strategies to achieve my clients' objectives. This includes conducting market research, identifying target audience segments, recognizing industry trends and competitive differentiation. Determined positioning and messaging hierarchy.
- Build and lead an innovative hand-picked targeted team per project.
- Develop marketing and advertising collateral and materials. Collaborate with sales to inform efforts and refine the sales pipeline.
- Develop custom creative content. Drive traffic and report on key performance indicators. Support with search, social, email and offline efforts. Measure efforts, analyze data, review analytics and report on effectiveness.

- Clients have included: Futura Inc., Compax Packaging, Alliance Health, Markosian Auto, Vital Smarts, Sanku, Project Healthy Children, LSK BioPharma, Elevar Therapeutics.

Since Attract Interact spent years on the bleeding edge of digital technology bubbling with creative ideation, the digital agency evolved into an **incubator** of disruptive ideas and business models. Currently fundraising, our startups are bringing great things to the world.

CREATIVORTEX is launching the next phase of online advertising without surveillance cookies or compiled behavior profiles. It offers precise ad targeting while respecting visitor's privacy through people-driven specialized engagement networks that achieve true lift.

- Create and develop new business models. Help prepare hosting environments. Draft architecture and user flow. Assist with creative concepting, web development, asset management and content creation.
- Created new concept brands: Cannabis United, Coffee Collective, driving.energy and Bend Locals - which have not yet been launched.
- Developed CREATIVORTEX the parent company brand, style guide, pitch deck assets.
- Extremely proficient in Adobe software, Microsoft software, Chat GPT, Midjourney and leading Zoom/Teams video meetings.

### **Contract Digital Strategist, Various Agencies - Salt Lake City, UT 2012-2015**

Served as a white label Digital Strategist for several advertising agencies needing advanced digital strategy expertise. Represented myself to the client as a seamless member of the agency, even though serving on a contract basis.

- Worked for Rare Method on interactive projects. This included representing the interactive department on new business pitches, travel and team presentations.
- Worked for EDEO on medically-focused interactive projects. This included market research, interviews, interactive strategic ideation, presentation materials, site maps, wireframes, user flows, part of pitch team, traveled and presented with the agency.
- Worked for McCann Erickson on interactive projects for Fortune 100 companies. Conducted executive interviews across the globe, content and messaging ideation, custom web experience concept and functionality, site maps and user flows, wrote briefs for copywriting, served as editor and strategic guardian giving feedback to a large team of exceptional writers.
- Worked for Ritcher 7 on dozens of interactive projects. Served as interim interactive department head, project manager and client liaison. Wrote briefs, worked closely with clients, creatives, crafted options, led meetings, developed interactive concepts, delivered creative presentations, tourism sites, geo-locating mobile maps, product-focused ecommerce sites and side-scrolling video integrated interactive experiences.

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## Director of Strategy, **Struck** - Salt Lake City, UT 2007-2008

A creative powerhouse, this digital agency won every interactive award out there.

- Led the strategy department.
- Mentored several members of the account service department.
- Contributed to company structure, strategic vision, process, management and new business development.
- Leveraged all mediums to reach, understand and convince the target audience.
- Conducted competitive reviews, industry research, offered strategic recommendations.
- Led branding exercises to determine company name, product name and brand story.
- Provided strategy, approach, features, functionality, content, layout, wireframes and user insight for sites and web-based software.
- Clients included: Utah Life Elevated, Pergo, eDiets, Nutrio, Governor's Office of Economic Development, Sweet's Candy, Kiiera.

"You would be hard pressed to find someone better at determining who your brand needs to speak to, how to speak to them and what message needs to be delivered."

- *Ryan Goodwin, Partner, Struck*

"Jen is an extremely talented web strategist. She has a comprehensive knowledge of the interactive world. She understands the latest changes in the technology but moreover, understands users and how they think and work online. She is a strong advocate for the user experience and helps clients catch the vision that a simple, visual and well thought-out site can lead users to stay longer and engage with a brand. She has been a great client facing force for us and has endeared herself to the clients by her force of personality, and positive energy as well as her knowledge and experience."

- *Steve Driggs, Creative Director, Struck*

"Jennifer is a true strategist and creative thinker. She always thinks 'big picture' and 'long term,' yet with hard-to-beat attentiveness to the smallest details. She is an asset to any team and has the keen ability to quickly drill through the superficial level of information and data and dig out that little nugget of insight that everyone is seeking but can't quite identify. Her knowledge of all things Web is expert and she approaches every challenge holistically, with consideration to all creative, technical, and human elements. To sum her up, she is an imaginative visionary and skilled doer and I would recommend her for any Web strategy development, implementation, or analysis initiative."

- *Tatyana Ayrapetova, Senior Account Executive, Struck*

## **Web Director, Stampin' Up! - Riverton, UT 2006-2007**

This \$260M, 600 employee, network marketing company had never before had a formalized Web department. The communications, creative and I.T. departments were isolated and compartmentalized. But with the Web becoming a critical and heavily visited communication vehicle, it was finally time to create a forward-thinking Web division.

- Conceptualized, planned and presented the company's future digital strategy to the corporate team to improve recruitment, retention and revenue from product sales without injuring the original business model.
- Drafted departmental budget, activities, quarterly allocation and international segmentation.
- Structured the Web department including specialization, team-building and cross-departmental sharing. Wrote job descriptions, conducted rounds of individual and panel interviews, hired to support the new structure.
- Conducted a formal review of over 20 eCommerce providers (ultimately decided to build in-house due to complex integration of applications and logic layers).
- Researched and appointed software vendor/partner to build replicated yet personalized web sites for demonstrator base. Determined business rules for content management controls, template designs, level of dynamic content and desired functionality. Priced and determined technology offerings (online marketing tools) based on collected user feedback and ROI projections. Encouraged non-traditional thinking regarding creative execution of interactive product - resulted in the company's best web creative to date.
- Evolved criteria and presentation layer of main referral page/engine. Increased primary conversion rate by 43% and offered additional method for passive contact.

“Jennifer initiated the creation of a new business process to help us design a more effective and profitable demonstrator locator. She has taken the initiative to understand our business model and how we could use our website to increase our bottom line. She has been very proactive in fostering cross-departmental cooperation. Jennifer is well-spoken and communicates effectively in written content. She understands technical jargon, but can communicate technological concepts in a way that everyone understands and in a way that conveys practical applications. She is open to the ideas of others and is respectful and attentive when participating in committees and meetings.”

- Pam Morgan, Director of Marketing, Stampin' Up!

“Jennifer is a highly motivated and very enthusiastic individual with great marketing skills. She possesses a complete set of business skills that allows her to be very professional in her business dealings. Her experience is real and she is able to glean from her experiences to provide a well thought out vision for her projects. She is naturally fun to be around in a professional setting and works hard to make others feel comfortable.”

- Cameron Cooper, Senior Business Systems Analyst, Stampin Up!

## **Director of Web Strategy, Studeo** - *Sandy, UT 2004-2006*

This medium-sized ad agency had its roots in direct marketing including long-form television. The Web was a crucial aspect of their many direct response campaigns and needed to be integrated seamlessly.

- Conducted discovery phase activities including: site assessment, competitive analysis, interpret web analytics, content audits, benchmarks, staff interviews, focus groups, communication life cycle review, usability testing, etc.
- Recommend strategies, tactics and techniques to increase awareness, visibility, recall, understanding, preference, consideration, trust and purchase.
- Advised clients on marketing issues including audience segmentation, growth areas, product development and new brand creation.
- Consulted with clients regarding their corporate digital strategy or online business plan including logistics, fulfillment and impact on brand.
- Completed definition phase activities including: scope of work, prioritized objectives, site architecture, wireframes, user flow with encouraged action, brand extension, campaign integration, messaging and positioning, technical specifications, functionality design and success metrics.
- Assisted production team with cost estimates, schedules and timelines.
- Planned and assessed effectiveness of traffic-driving efforts (SEO, SEM, email, banners, sponsorships, affiliate programs).
- Particular focus on online product merchandising and increasing conversion.
- Clients included: NordicTrack, ProForm, Gold's Gym, InFocus, CCI, Kaplan, Omniture, Stampin' Up!, WiLife, Little Giant Ladders, Women's Art Center.

“I have worked with Jennifer for several years in several different professional capacities and have developed a genuine respect for her personal and professional qualities. She is passionate about her work, and moves forward through projects with vision and determination to make that vision a reality. I have watched her lead groups of individuals through projects, and her ability to inspire and motivate those she works with is very impressive. Besides being a great leader at the office, she also has an impressive ‘personal’ resume, which makes her a very balanced and centered individual – one that you like to be around. Her ability to communicate clearly in a group setting or presentation is one of her great strengths. She is also able to communicate difficult technical concepts or principles in a way that is understood by non-technical audiences. Always working hard to be on top of the industry, Jen brings a solid combination of proven best practices and new ‘bleeding edge’ technologies to every project. She brings a balance of technical understanding and creative strategy and is able to blend her skills with the skills of those she works with to generate quality results.”

- *Clint Smith, Director of Technology, Studeo*

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“Jennifer is one of the brightest people I have ever met. She will take on any challenge with a positive attitude and always provides her clients with the best possible solution for their needs. Jennifer is a creative and strategic thinker and would be a major asset to any company.”

- *Jamie Moses, Producer, Studeo*

### **Account Director → Interactive Director, Riester - Salt Lake City, UT 2001-2004**

At this full-service advertising agency with an emphasis on branding and public relations, I was originally tasked with account direction and ultimately became the department director. In the wake of the dot com bust era, I assisted wherever help was needed (art direction, html programming, production, etc.).

- Addressed all interactive needs of Riester-Robb’s four locations (Salt Lake City, Phoenix, Los Angeles, Denver).
- Represented the interactive department in all agency brainstorming and campaign integration.
- Wrote scope of work documentation, site analysis, site strategy, site architecture, user flow and functional specifications.
- Wrote online media plans, integrated media plans and case studies.
- Provided client service, client education and in some cases agency education.
- Led strategic planning, development and production of all interactive projects including Web sites, online PR events, CD Roms, online advertising and other tactics.
- Clients included: California Department of Conservation, Arizona Tobacco Education and Prevention Program, Utah Travel Council, Deer Valley Ski Resort, Flagstaff Convention and Visitors Bureau, Scottsdale Convention and Visitors Bureau, Western Rivers, Idahoan Potatoes, Arizona Science Center, Thunderbird School of International Business, Casino Arizona, Louisiana Office of Public Health, Santa Cruz Transit Authority, River Rock Casino, Intel LANDesk, Iams, Veterinary Pet Insurance and Regence BlueCross BlueShield.

### **Interactive Account Manager → Interactive Account Supervisor, EURO RSCG DSW Partners - Salt Lake City, UT 1999-2000**

A large, technically-focused advertising agency best known for creating and launching the Intel Inside campaign, I worked with some of the best minds in the business. During the dot com boom, I contributed to not just advertising but online business planning. I learned the value of research, focus groups and usability testing.

- Conducted focus groups, usability testing, industry research and competitive analysis.
- Wrote scope documents, timelines, cost estimates, creative briefs and case studies.
- Completed site planning including objectives, strategies and architecture.
- Managed development and production of interactive projects.
- Clients included: CheckFree Corporation, Intel, Iomega, Xircom and Alcatel.

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"It's a wonder Jennifer is ever associated with a single department. She's a one-woman corporation in my opinion. She's a visionary strategist. A creative director in disguise. A progressive technology guru. And just generally a fun person to work with. I had the pleasure of working with Jennifer at both at DSW and at Studeo. And I never cease to be amazed at how informed, motivated and innovative she continues to be, regardless of the situation."

- *Leta Baker, Senior Copywriter, DSW and Studeo*

"Jennifer is a dynamo of web knowledge. She is an unwavering evangelist of best practices and is incredibly passionate about great work. My favorite thing about Jennifer is her killer combination of meticulous preparation, professionalism, and ebullient personality - which makes her great to have by your side during a tough presentation."

- *Heather Flash, Online Media Planner, DSW and Studeo*

### **Account Executive, InterWeb Design and Hosting** - *Salt Lake City, UT 1998*

- Responsible for new business development.
- Established and maintained client and vendor relationships.
- Completed site planning including objectives, strategies and architecture.
- Managed development and production of interactive projects.
- Particular focus on client education and bringing small businesses online.
- Learned a great deal about the backbone, hardware and technical specifics, of the Internet (hosting, servers, connections, DNS).

### **Marketing Specialist, CB Richard Ellis** - *Salt Lake City, UT 1994-1998*

- Marketing and advertising support for a commercial real estate company.
- Specialized in investment, Office, Retail and industrial departments.
- Developed extensive property marketing packages.
- Created and maintained investor database and all advertising efforts.
- Contributed to the completion of \$70 million in transactions.
- Received the company Technology Services award in 1997.

## **EDUCATION**

### **B.S. in Economics, University of Utah** - *Salt Lake City, UT 1992-1997*

- Emphasis in International Business and European Studies.
- Years after graduation I went back to guest lecture regarding Digital Marketing six times at both the undergraduate and graduate level.
- Attended several conferences per year (AdTech, Internet World, eTail, Ecommerce Leadership, Search Engine Strategies) to keep up on trends.
- Completed the Jakob Nielsen Usability program in London, England in 2005.