

Jennifer Gyllenskog

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JenniferGyllenskog.com

Career Overview

With expertise in branding, marketing, advertising, web development and client service, my 28-year career as Director of Digital Strategy marries these disciplines to achieve quantitative and qualitative objectives. My secrets to success include user advocacy, staying up on the latest trends and technologies, client education and testing theories using analytics. Through messaging, creative content, functionality and user experience, I help create awareness, consideration, action and loyalty. Bringing concepts to life and then holding them to analytic scrutiny.

Skill Highlights

Discovery activities such as site analysis, competitive review, audience segmentation, market research, interpreting web analytics, data mining, focus groups, usability testing, interviews, creative concepting, naming, ensuring brand consistency and campaign integration.

Definition activities such as presenting recommendations, estimating time and cost, writing briefs, outlining strategy including Key Performance Indicators, content schedules, media plans, determining differentiation and positioning, creative direction, style guidelines, drafting messaging, site architecture, wireframes, encouraged user flows and functional specifications.

Development and production activities such as preparing hosting environments, deciding and installing content management systems, design frameworks, brand assets, page layouts, photo shoots, stock photo selection, image generation, text generation, managing copywriters, providing editing, page buildout, functionality testing, launch, traffic-driving and promotion.

Professional Experience

C.E.O. and Digital Director, CREATIVORTEX - Bend, OR 2023 - current

C.E.O. and Digital Director, Attract Interact - Salt Lake City, UT to Bend, OR 2008-2023

Contract **Digital Strategist**, Various Agencies - Salt Lake City, UT 2010-2015

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

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

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

Account Director → **Interactive Director**, Riester - Salt Lake City, UT 2000-2004

Interactive Account Supervisor, EURO RSCG DSW Partners - Salt Lake City, UT 1999-2000

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

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

Clients/Focus

Over the years, I have had the pleasure of working with many clients representing several different industries and categories. In the realm of technology, I've focused on computer chips, connectivity, projectors, data storage, web analytics, webcams and payment processing. In tourism, I've represented states, cities, a convention and Visitors Bureau, skiing, fishing and casinos. Regarding retail, I've worked on consumer packaged goods, food, beverages, flooring, home equipment, automotive, competitive sports, exercise equipment and fitness clubs. In the health sector, I've worked on health services, health insurance, pet insurance, cancer therapies and diet. Social behavior messaging in the areas of teen smoking and plastic recycling as well as other public health campaigns. I've also had clients in the industrial space such as aluminum extrusion and plastic injection molding. From financial services and lead generation to colleges, online secondary education and event training. I have been dedicated to NGOs, non-profits, politics, government departments, state-funded programs and transportation. Most recently I have been deeply immersed in cannabis, coffee and green energy.

Leadership

I have built teams, structured departments, named and priced products, rebranded organizations, introduced categories, managed events and launched companies. A natural diplomat and moderator, I have also served as a partner, point of contact and industry liaison. Collaboration is in my nature. Whether C-suite, art directors, programmers or copywriters, I navigate and translate those worlds with ease. I have led workshops, seminars, interdepartmental brainstorming sessions, tutorials, and conducted staff interviews for insight.

Education

- Bachelor of Science in Economics from the University of Utah in 1997
- Since graduation have guest lectured at the University of Utah several times at both the undergraduate and graduate level regarding Digital Marketing
- Completed the Jakob Nielsen Usability program in London, England in 2005