

Renee Hunt

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Process-driven Brand and Content Marketing Strategist with 7 years of experience in remote, venture-backed, rapid-growth health education startups.

Aligning my skills in editorial, brand strategy, audience development, content operations, and strategic partnerships has allowed me to orchestrate many robust integrated campaigns.

EXPERIENCE

Brand Strategist and Content Marketing Consultant | July 2021 - Present

Renee Hunt LLC

- Provide marketing, content, and brand strategy consulting services to mission-driven entrepreneurs working in social impact.
- Help companies articulate their brand and develop brand strategies that will outmaneuver competitors and conditions in the marketplace.
- Advise on content operations and workflow optimization.

Brand Marketing Manager | Jul 2018 - Jun 2021

Empowered Education & Functional Nutrition Alliance

- Managed multiple tiers of strategic partners and created bespoke marketing plans with key businesses and individuals to boost brand awareness.
- Strategically managed and executed performance-focused marketing initiatives and product launches that 6x annual revenue.
- Developed content, creative, and targeting strategies for organic and paid media campaigns.
- Managed content operations, editorial, and production pipelines.
- Developed GTM strategy and execution plans for all integrated marketing and communication efforts across the product and customer life-cycle, including social media, SEO, podcast audience development, video, email, promotions, events, web content, and partnerships.
- Spearheaded multiple brand-articulation initiatives.

Marketing Manager | Jul 2015 - Jul 2018

Functional Nutrition Alliance

- Launched, managed, and produced on-brand campaigns and franchises for multiple social media channels. Grew social media following across channels to 100k+ with a sustained 2%+ engagement rate.
- Orchestrated fully integrated marketing strategies, including offline and online events, strategic partners, social media, paid media, email strategy, and web content.
- Developed community management workflows in collaboration with the Support and Product teams.

- Strategically manage and execute various integrated marketing initiatives that helped grow company revenue by 4x in 2 years, ultimately positioning the company for acquisition.

ADDITIONAL PROJECTS

Marketing and Audience Lead | Oct 2021 - Present

Currant

- Invite and engage new voices in Currant's conversation and community around food, culture, and equity.
- Lead marketing and audience development efforts across digital channels to deepen reader loyalty, amplify journalism, and connect it with new communities across disciplines and geographies.
- Create workflows and process documentation for content operations.

Founder and Editor | Jan 2021 - Present

Eclectic Digest

- Curate, brand, and produce the Eclectic Digest, a weekly multidisciplinary newsletter.

EDUCATION

- MS in Nutrition | American College of Healthcare Sciences | Sep 2014 - Jun 2016
- BA in Psychology/Neuroscience | University of Colorado, Colorado | Aug 2006 - May 2010

SKILLS

- **Expert in:** Brand Strategy, Newsletter Strategy, Google Analytics, Content Strategy, Content Operations, Project Management
- **Intermediate in:** Design Thinking, Content Design

CORE STRENGTHS

- **Strategic:** Can identify and quickly evaluate different paths to an end goal, balancing big picture thinking with attention to detail.
- **Adaptability:** Thrives in fast-paced environments and is not afraid to pivot.
- **Achievement:** Ambitious, analytical and can catalyze a team to get things done.
- **Ideation:** Explores different ideas and weighs the alternatives. Can see connections others might overlook and is always looking for ways to improve the brand experience.
- **Futuristic:** Can imagine possibilities and is energized by doing good work that helps make the world a better place.

LICENSES & CERTIFICATIONS

- Certified Brand Strategist | Level C with Marty Neumeier
- Advanced Social Media Strategy | Newhouse School, Syracuse University
- Level 1 and Level 2 awards in Wine, with Distinction | Wine & Spirit Education Trust (WSET)