

# Jaclyn S. Freyman

## Marketing and Communications Professional

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Preferred Name: Jackie

Pronouns: She/her/hers

### Contact

E-mail: [jackie.freyman@gmail.com](mailto:jackie.freyman@gmail.com)

### LinkedIn

<https://www.linkedin.com/in/jackie-freyman-09152824>

### Education

Emerson College, Boston, MA

Graduated Cum Laude, May '02

Primary Focus: Acting

Secondary Focus: Writing

### Computer

Microsoft Office Suite

Word

Excel

PowerPoint

Outlook

Office 360

Adobe Creative Suite

Acrobat

InDesign

Illustrator

Photoshop

Premiere Pro

Google Collaboration Tools

Salesforce (basic knowledge)

E-mail Campaign Platforms

Constant Contact

Mailchimp

SendGrid

### About Me

Experienced marketing and communications professional with a creative background and a history of working in professional services, specifically the financial services industry; skilled in writing, editing, proofreading, graphic design, video production, event planning, social media, and e-mail campaign management

### Work Experience — Current

Edelman Financial Engines, Boston, MA

*Communications Content Manager*

*(February 2022 – February 2023)*

- Contribute to the writing and lead execution of storytelling content
- Ensure a cohesive strategy among collateral
- Quarterback internal projects across marketing
- Shepherd the creative process
- Ensure timely and quality-assured delivery
- Help complete the refresh and development of the Channel's content strategy and brand standards for collateral materials and initiative
- Manage project workflow in creative development while communicating roadblocks
- Continuously keep pulse on ways to improve processes

GroupX Rx (formerly Great 2B Fit by Exercise Enterprise LLC)

*Independent Marketing Consultant*

*(June 2018 – Present)*

- Website design and maintenance
- E-mail marketing and campaign management
- Graphic design and creation of marketing materials
- Event planning and support

## Accolades

Articles published on Forbes.com  
Produced playwright

## Skills and Interests

Intermediate French

Theatre

Artistic skills

Photography

International travel

Freelance proofreading projects

## Work Experience — Past

Moors & Cabot Investments, Boston, MA

*Marketing and Communications Manager  
(March 2018 – February 2022)*

- Creation of marketing collateral and graphic design
- Written communication and editorial
- Brand management and social media
- E-mail marketing and campaign management
- Media relations, PR, and advertising
- Video editing and production
- Website maintenance
- Event planning support

eSecLending, Boston, MA

*(August 2016 – March 2018)*

*Marketing and Communications Associate  
(August 2016 – March 2018)*

- Brand management
- Communications/PR
- Event planning
- Board management and reporting
- Business development support
- Salesforce and Marketing Cloud administration

State Street Global Advisors, Boston, MA

*Global Content Manager (August 2012 –  
March 2016)*

- Coordinated compliance review and approval of standard presentation and RFP content
- Globalized the annual RFP content review process across the U.S., Canada, and EMEA regions
- Worked with SMEs and Graphic Design team to develop and revise standard content and materials within brand specifications
- Trained content end-users on usage rules and best practices
- Ongoing training of new Content Managers, content owners (Portfolio Specialists and Analysts), and Business Development Consultants

The Bank of New York Mellon, Boston, MA

*Product Information Specialist, (September 2006 – August 2012)*

Responsible for researching, writing, reviewing, and producing RFP and RFI responses related to BNY Mellon's Asset Servicing business. Also responsible for adding to and editing the database of proposal responses on an ongoing basis. Additional responsibilities include editing RFP first drafts to support the RFP Supervisor and collaborating with the Marketing manager in the production of Marketing materials. Recognitions include being selected for the Asset Servicing Formal Mentoring program.

**Work Experience — Past (additional)**

MFS Investment Management, Boston, MA

(June 2005 – September 2006)

T. Rowe Price, Owings Mills, MD

(October 2002 – June 2005)