

# JENNA CAPRONI

## Creative & Marketing Leader | Brand Strategist | Entrepreneur

Results-driven marketing professional with experience leading multi-brand initiatives, managing creative teams, and executing high-impact campaigns. Skilled in social media strategy, project management, client-facing creative direction, and delivering measurable business outcomes.

### RELEVANT EXPERIENCE

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#### Senior Marketing Coordinator

Planes & GWS | March 2022 - Present

- Oversee two marketing coordinators and guide team workflow.
- Develop and execute social media strategy for all platforms, increasing LinkedIn engagement organically by 30%+ and gaining 1,000+ followers in one year.
- Plan and manage large-scale, client-facing projects requiring extensive coordination, including videography, RFPs, case studies, quarterly business reviews (QBRs) and more.
- Partner with executives to define and implement brand strategy, ensuring alignment across multiple portfolios.

#### Sales & Marketing Specialist

Planes & GWS | September 2019 - February 2022

- Supported multi-brand marketing strategy and managed internal/external communications.
- Coordinated client meetings, corporate partnerships, and internal events.
- Oversaw content strategy and SEO initiatives, improving website rankings for ten major keywords.
- Supported two company-wide rebrands, managing timelines, stakeholders, and creative execution.

#### Caproni Creative LLC

Owner | August 2022 - Present

- Provide end-to-end brand strategy and creative direction for clients across industries.
- Lead client-facing videography, photography, and design projects for startups, public speakers, and corporate clients.
- Conduct client consultations to define project scope, budget, and deliverables, ensuring alignment with business goals.
- Manage project timelines, contracts, and client expectations to deliver high-quality creative assets.

#### Strategic Marketing Co-op

Midmark Corporation | May 2019 – August 2019

- Conducted market research for the Digital Ecosystem Team (DECO) on medical devices.
- Presented insights in concise presentations to guide product adaptation strategies.
- Facilitated meetings with pulmonologists to gather clinical insights for product development.

### PORTFOLIO & CONTACT

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[www.jennacaproni.com](http://www.jennacaproni.com)

[jenna.caproni@gmail.com](mailto:jenna.caproni@gmail.com)

513.967.0101

[www.linkedin.com/in/jenna-caproni](http://www.linkedin.com/in/jenna-caproni)

### SKILLS

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Adobe Creative Suite (Photoshop, Illustrator, InDesign, Acrobat, After Effects, Premiere Pro)

Canva

Videography & Photography

Multimedia Design

Mailchimp

Salesforce

WordPress

Wix

SEO & Digital Campaigns

Social Media Strategy & Analytics

Brand Strategy & Identity

Marketing Strategy & Leadership

Client-Facing Project Management & QBRs

Cross-Functional Team Leadership

Event Planning & Execution

Microsoft Office Suite

### EDUCATION

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Bachelor of Business Administration with a minor in Business Analytics from the Lindner College of Business at the University of Cincinnati

### CERTIFICATIONS

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Brightedge