Brit Rezin

CONTACT

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Minneapolis, Minnesota

Let's connect on LinkedIn

My portfolio

EDUCATION

University of Wisconsin – Eau Claire
Major: Mass Communications – Advertising

Minors: Marketing + Psychology
2007 – 2011

Murdoch University
(Study abroad)
Perth, Australia
January 2010 – June 2010

PROFILE

Hi there! I'm a passionate creative with 15+ years of marketing experience. I've worked in a variety of settings with diverse groups of people, which means I'm curious, inclusive, and quick to adapt. What sets me apart are my abilities to think critically, plan proactively, and execute with precision.

EXPERIENCE

Manager, Global Content Strategy & Operations
Boundless Learning | August 2025 – Present

I serve as the connective tissue between creative strategy, brand standards, and business priorities — ensuring assets are aligned, on-brand, and driving measurable impact across the funnel.

Key projects:

- *Content Machine:* Co-launched a system to increase lead generation, reduce cost per lead, improve content consistency and speed to market, and enhance stakeholder collaboration and cross-training

- *Global Learner Communications:* Led a team of three copywriters who completed 19 journeys for a total of 134 individual emails, scaled across Boundless Learning's academic partner portfolio

- *Adobe EDS Implementation:* Validated the content and user experience of 17 websites over the course of three months after they were migrated from a different content management system

Senior Copywriter
Boundless Learning | June 2021 – August 2025

This role allowed me to steer the development of new campaigns for our academic partners and oversee the execution of them by writing guidelines, briefs, user journey maps, and other supporting resources. It also gave me an opportunity to mentor associate copywriters.

Key projects:

- *Online Learner Testimonials:* Implemented a streamlined process for gathering success stories that resulted in a sizable, three-fold lift to submissions

- *Brand Launch:* Developed content guidelines in less than a month to help establish Boundless Learning as a new brand

- *Multi-Day, Multi-Partner Photoshoot:* Organized and facilitated a 3-day photoshoot (remotely) for seven academic partners' online nursing programs, including creative direction and model selection

TALENTS

Content strategy
Brand strategy
Copywriting/editing
B2B & B2C marketing
Process improvement
Team leadership
Project management
AI integration
User experience
Market research
Product innovation
Vendor management

TECHNICAL SKILLS

Microsoft Office & Clarity
Adobe (AEM/Edge/Express)
WordPress
Jasper
ChatGPT
Claude
Devs.ai
Figma
Smartsheet
Jira/Confluence
Wrike
Basecamp
Meta
Google Analytics
Funnel.io

CREATIVE WHEELHOUSE

Creative briefs
Brand DNAs
Storyboards
Website and app launches
Paid media
Organic media
- Includes SEO/GEO/AEO strategy

Print media
Email journeys
Video and radio scripts
Photography

EXPERIENCE (continued)

Associate Copywriter
Pearson | September 2017 – June 2021

In this role, I supported Pearson's mission to help everyone achieve their potential through learning by conducting research, analyzing industry trends, designing messaging frameworks, collaborating with cross-functional teams, and monitoring campaign performance.

Key projects:

- *Pearson Pathways:* Co-led content and brand strategy for a product, inclusive of a proprietary recommendation engine, aimed to support the 60+ percent of learners who experience choice overload

- *40+ National Online Program Launches:* Crafted emails, SEO pages, paid landing pages, and paid ads, to effectively communicate the value of an online program to prospective learners, inspiring them to apply

- *Brand DNAs:* Created two comprehensive documents — one for Duquesne University and one for Ohio University — to serve as the foundation for messaging, design, and learner experience

Account Manager
BIGEYE | July 2015 – January 2017

Every client has different goals. It was my responsibility to determine what those were and then present targeted solutions that aligned with them. I served as a major contributor to the development of proposals, creative briefs, and marketing plans.

Key projects:

- *Property Development Grand Openings:* Worked collaboratively with a small team to establish the brand and prepare marketing materials for four new multi-family residential properties

- *Askedoo:* Before live streaming was mainstream, I was part of a team who designed, developed, and launched a new app devoted to knowledge exchange via single and multi-user Q&A

Account Lead + Producer
Purple, Rock, Scissors | August 2014 – June 2015

While working at PRPL, I helped clients optimize their digital platforms to produce positive user experiences through high-quality content and intuitive design. My primary focus was to establish trusted relationships that encouraged innovation and led to brand expansion.

Key projects:

- *Website Launches:* Successfully planned and deployed seven marketing and/or ecommerce websites for high-stakes clients