



CONTACT

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Champlin, Minnesota

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[My portfolio](#)

KNOWLEDGE

University of Wisconsin – Eau Claire

Major: Mass Communications

- Advertising

Minors: Marketing +

Psychology

2007-2011

Murdoch University

(Study abroad)

Perth, Australia

January 2010 – June 2010

TALENTS

Content strategy

Copywriting

Brand strategy

Integrated marketing

Team leadership

Project management

Account management

User experience

Market research

Product innovation

Vendor management

Process improvement

Brittany Rezin

Brand + Content Strategist

PROFILE

Hi there! I'm a passionate creative with 10+ years of brand and content strategy 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 is my ability to research, write, and edit with precision.

EXPERIENCE

Senior Copywriter

Boundless Learning (formerly Pearson) | June 2021 – Present

As part of the Brand Strategy Team, I'm responsible for leading the development of new campaigns for our academic partners and overseeing the execution of them by writing brand guides, creative and campaign briefs, user journey maps, and other supporting resources. This role has also given me the opportunity to mentor other writers through in-depth peer reviews.

Content Lead

Pearson Pathways | January 2020 – June 2021

I was chosen to be part of a small team focused on designing and developing a new product called Pearson Pathways. This interactive experience was created to solve a specific problem: make the search for online education easier. For this project, I co-led the brand and content strategy while also supporting user experience across the site, inclusive of a proprietary recommendation engine.

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 consumer research, analyzing industry trends, creating messaging strategies tailored to specific audience segments, collaborating with cross-functional teams, and monitoring the performance of campaign assets — leveraging those insights to inform future assets.

Account Manager

BIGEYE | July 2015 – January 2017

Every client has different goals, and it was my responsibility to determine what those were and then present targeted solutions that aligned with them. I played a key role in developing proposals, creative briefs, and marketing plans.

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 goal in this role was to establish trusted relationships that encouraged innovation and led to brand expansion.

TEHNICAL SKILLS

Microsoft Office Suite

Adobe Experience Manager

WordPress

Wrike/Basecamp

Jira/Confluence

Salesforce

LANGUAGES

English

French

PERSONAL SKILLS

Honest

Enthusiastic

Creative

Collaborative

Organized

Adaptable

Motivated

INTERESTS

Outdoor recreation

Being a dog mom

Pottery

Houseplant care

Photography

PROJECTS

- Boundless Learning brand development and content strategy
- Pearson Pathways content and brand strategy, product development, user experience optimization, marketing campaign management, vendor management, and portfolio expansion support
- 30+ national multi-program launches (Notable brands: Duquesne University, Maryville University, Misericordia University, Ohio University, Pepperdine University, and University of North Dakota)
- Northeastern University MBAe campaign development
- Brand DNAs (Notable brands: Duquesne University and Ohio University)
- "Be the Reason" integrated marketing campaign, Ohio University
- "Resources" mini campaign, Maryville University
- "On-Site Tour" event materials, University of Southern California
- "Keeping the Energy" live action video, Ohio University
- "Health Informatics Career Guide" national resource, University of Illinois at Chicago
- "Ideal Team Player" company-wide training course
- "Career Development Plan" company-wide resource
- "Cross-Functional Conversations Series" networking opportunity
- "How to Launch a New Program" department-wide training resource
- "Sparkle Box Best Practices" department-wide training resource
- Zen, Broadway Station, and Veve at Castle Hill brand development
- Askedoo brand development, user experience, and public relations
- Gould Cooksey Fennell marketing communications and media plan

My creative asset wheelhouse: strategy presentations; SEO pages; landing pages; brochures; emails; banner ads; blogs; video and radio scripts; social posts; PPC ads; Brand DNAs; and professional development resources

ACHIEVEMENTS + MEMBERSHIPS

Star Award: Core Value

(Peer-nominated)

Pearson

November 2018

Unity Scrum Team

(Peer-nominated)

Pearson

November 2017 – January 2020

Pearson Bold

Employee Resource Group

Pearson

January 2022 - Present

LinkedIn Learning Certifications

Online Marketing Foundations;
Learning to Write Marketing Copy;
Advanced Branding; and Creating
Accessible PDFs
September 2019

REFERENCES

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Brand, and Digital Experiences
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