



CONTACT

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[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

TALENTS

Content strategy

Brand strategy

Copywriting/editing

B2B & B2C marketing

Process improvement

Team leadership

Project management

Account management

User experience

Market research

Product innovation

Vendor management

Brit Rezin

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

Global Manager, 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*: 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 copywriters who completed 19 journeys for a total of 134 individual emails, scaled across Boundless Learning's academic partner portfolio

Senior Copywriter

Boundless Learning (formerly Pearson) | 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:

- *Learner Testimonials*: Implemented a streamlined process for gathering success stories that resulted in a sizable lift to submissions
- *Brand Launch*: Developed content guidelines in less than two months to support 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 casting and creative direction

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, designing messaging strategies, collaborating with cross-functional teams, and monitoring the performance of campaign assets. 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

TECHNICAL SKILLS

Microsoft Office Suite
Smartsheet
Jira/Confluence
Wrike
Basecamp
Adobe (AEM/Edge/Express)
Figma
WordPress
Jasper
ChatGPT

CREATIVE WHEELHOUSE

Artificial intelligence
Creative briefs
Brand DNAs
Paid media
Organic media
- Includes SEO/GEO/AEO strategy
Print media
Email journeys
Video and radio scrips

PERSONAL SKILLS

Honest
Enthusiastic
Creative
Collaborative
Organized
Adaptable
Motivated

INTERESTS

Outdoor recreation
Being a dog mom
Pottery
Houseplant care
Photography

EXPERIENCE (continued)

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 played a key role in developing 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*: Supported brand development, content strategy, user experience testing/design, and public relations for a new question and answer mobile application

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

NOTABLE BRANDS

- AdventHealth University
- Boundless Learning
- CFE Federal Credit Union
- Discovery Cove
- Disney
- Duquesne University
- Full Sail University
- Gould Cooksey Fennell
- Greystar
- Joel Osteen Ministries
- Mill Creek Residential
- Maryville University
- Natural Decorations Inc.
- Ohio University
- Orange County Regional History Center
- Pearson
- Pepperdine University
- Pizutti
- Rocky Mountain College of Art + Design
- SeaWorld Adventure Parks
- Tervis
- Unicorp National Developments, Inc.
- University of North Dakota
- Xavier University

ACHIEVEMENTS + MEMBERSHIPS

Global Wellness Program

Co-Founder, Committee Member
Boundless Learning

Boundless Women

Employee Resource Group
Boundless Learning

Pearson Bold

Employee Resource Group
Pearson

Star Award: Core Value

Pearson (Peer-nominated)

Unity Scrum Team

Pearson (Peer-nominated)

LinkedIn Learning Certifications

Online Marketing Foundations;
Learning to Write Marketing Copy;
Advanced Branding

MasterClass

People Intelligence: Read, Lead, and Influence Any;
Small Habits That Make a Big Impact on Your Life;
Advertising and Creativity