



# 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.

## CONTACT

303.868.3430

[brit.rezin@gmail.com](mailto:brit.rezin@gmail.com)

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

## 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

## 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*: 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 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 (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, 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 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 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

## TECHNICAL SKILLS

Microsoft Office & Clarity  
Smartsheet  
Jira/Confluence  
Wrike  
Basecamp  
Adobe (AEM/Edge/Express)  
Figma  
WordPress  
Jasper & ChatGPT  
Funnel.io

## CREATIVE WHEELHOUSE

Creative briefs  
Brand DNAs  
Website and app launches  
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 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

## NOTABLE BRANDS

- Addition Financial Credit Union
- AdventHealth University
- Boundless Learning
- 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

*Peer-nominated*

### Unity Scrum Team

*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