



CONTACT

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Minneapolis, 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 15+ 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 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 content creation, brand standards, and business priorities — ensuring content is aligned, on-brand, and driving measurable impact across the funnel. What I enjoy most about this role is building ecosystems that scale and managing workflows.

Senior Copywriter

Boundless Learning (formerly Pearson) | June 2021 – August 2025

This role allowed me to lead 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 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. 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, designing messaging strategies, collaborating with cross-functional teams, and monitoring the performance of campaign 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 focus was to establish trusted relationships that encouraged innovation and led to brand expansion.

TEHKNICAL SKILLS

Microsoft Office Suite

Adobe Experience Manager

WordPress

Wrike/Basecamp

Jira/Confluence

Smartsheet

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

- **Content Machine**, designed 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 Retention Project**, led a team of copywriters who completed 11 journeys for a total of 89 individual emails, scaled across Boundless Learning's academic partner portfolio
- **Learner Testimonials**, developed and implemented a streamlined process for gathering content and crafting compelling success stories
- **Boundless Learning Global Wellness Program**, co-founded a program to foster employee well-being, enhance team engagement, and improve productivity; 30% company-wide engagement in the first year
- **Boundless Learning Brand**, developed brand and content guidelines to support its launch and evolution
- **Pearson Pathways**, helped launch this new product by co-leading the content and brand strategy, product development, user experience optimization, marketing campaign management, vendor management, team onboarding, and portfolio expansion
- **30+ National Multi-Program Launches**, crafted compelling marketing assets, such as emails, landing pages, and paid ads, to effectively communicate the value of an online program to prospective learners (Notable brands: Duquesne University, Maryville University, Ohio University, Pepperdine University, and University of North Dakota)
- **Brand DNAs**, created a comprehensive document to serve as the foundation for messaging, design, and customer experience (Notable brands: Duquesne University and Ohio University)
- **Askedoo App**, supported brand development, content strategy, user experience testing and design, and public relations
- **Tervis Customyzer**, performed quality assurance and presented data-driven app enhancements

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

Global Wellness Program

Co-Founder, Committee Member

Boundless Learning

January 2024 – December 2025

Boundless Women

Employee Resource Group

Boundless Learning

January 2023 – Present

Pearson Bold

Employee Resource Group

Pearson

January 2022 – 2023

LinkedIn Learning Certifications

Online Marketing Foundations;

Learning to Write Marketing Copy;

Advanced Branding

September 2019

Star Award: Core Value

Pearson (*Peer-nominated*)

November 2018

Unity Scrum Team

Pearson (*Peer-nominated*)

November 2017 – January 2020

REFERENCES

Available upon request