

JENNIFER A. TUTTLE

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MARKETING EXECUTIVE | Optimist | Strategist | Brand Expert

Experienced, versatile, and profit-driven business executive with an extensive background in strategic planning and organizational leadership.

Accomplished in strategic brand analysis and development, tactical omnichannel planning, competitive market analysis, dedicated to ensuring profitability and productivity. Skilled in cross-functional team management, interpersonal communications, talent development and vendor relationships.

Perceptive leader with a proven record in business growth, ROI, negotiations, budgeting and forecasting, and customer satisfaction. Hands-on success in operations, brand strategy and management, corporate communications, implementation of strong growth strategies, and continuous improvement that leads to company-wide success.

INDUSTRY EXPERIENCE

- Sporting Goods & Education
- CPG & Beauty
- Manufacturing
- Financial Services
- SAAS

AREAS OF EXPERTISE

- B2C and B2B
- SEO/PPC (SEM)
- UI/UX eCommerce
- Packaging
- Brand Strategy
- Agency Management
- PR & Media Relations
- Event Management
- Product Marketing
- Marketing Automation
- Digital & Print Advertising
- Social Media Strategy
- Content Development
- Legal and Ethics
- Merchandising

PROFESSIONAL EXPERIENCE

Ravenspire Consultancy, Burlington, KY

Owner/Strategist – 2019 – Current

Ravenspire marketing consultancy offers fractional services such as brand strategy, marketing planning, channel development, new product launch guidance, new business plans and tactical marketing planning. Over the years, this side business has helped me fill in the gaps and keep my skillset sharp while fueling my passion for helping businesses with marketing and brand development.

Client and Project Work Includes:

- Firearms Component Manufacturing - Recent acquisition by this client needed guidance on marketing plans and tactical plan recommendation with B2B focus without groundwork developed for B2C plans.
- Executive Protection Training – Client wished to expand services into EP training and needed a complete marketing strategy including competitive research, brand development and pricing structure.
- Sitting Service Platform – A well-known brand sought help in establishing their CRM with targeted customer groups and training for their sales team.

Anderson Manufacturing, Hebron, KY

Director of Marketing – May 2024 – March 2025 (Company experienced financial challenges and sold to Ruger)

Oversee strategic marketing initiatives to drive and expand business efforts in preparation for sale of company.

Key Contributions:

- Authored new brand direction including logo, identity, style guide, messaging, vision statement, mission and vision statements, essence, hero archetype, promise, compass and architecture of products and services to match the perceived value of the brand.
- Developed modern retail packaging in support of merchandising opportunities in conjunction with dealer partnerships. Utilizing new branding, provided direction and functionality requirements in line with bigger content development goals to support direct and indirect B2C sales.
- Created executive-level content and historical overviews for our M&A law firm to present to buyers, illustrating company growth, market trends, financials, and manufacturing capacity.

Ballistic Advantage, Ocoee, Fl

Director of Marketing - Jan 2022 to Sep 2023 (Company merged with Aero Precision; resources consolidated)

Executive team member leading strategy to strengthen market position and drive long-term success. Supported sales channel growth (B2C/B2B) and oversees marketing and customer service teams.

Key Contributions

- Integrated marketing automation tools were used to enhance broadcast email and SMS communications. Developments included triggered and transactional automated messaging, as well as database growth strategies aimed at generating leads. These efforts resulted in a reported 600% increase in conversions, with an average order value of \$250.
- Developed and executed a comprehensive go-to-market strategy for the new product platform. Designed an integrated launch plan featuring educational materials aligned with competitive positioning. Leveraged established media partnerships to substantiate product claims via testing, evaluation, and editorial coverage.
- Implemented an SEO strategy with Blog to increase organic traffic to the retail website. Year-over-year results included increases of 51% in impressions, 10% in clicks, 20% in new users, and 66% in keyword growth.
- Engaged performance marketing service providers to boost channel growth more effectively and consistently. Year-over-year increased sales by 133% and orders by 125%.
- Managed the customer service team to improve inquiry processes and sales returns. Created SOPs for several departments to enhance communication and speed up service. Recommended a platform to boost customer satisfaction, integrate social media DMs, and prevent ticket "loss".

Silencer Central, Remote / Sioux Falls, SD

Director of Marketing — March 2021 to December 2021 (CEO discontinued all remote positions)

Directed \$9MM national marketing initiatives to build brand awareness, boost sales, and position the company as a silencer industry leader. Oversaw marketing strategy, planning, team coordination, and internal communications. Collaborated with sales, engineering, operations, and customer service to ensure consistently high-quality products and services.

Key Contributions:

- Developed and managed brand strategy, including logo, identity, messaging, mission statement, and product architecture.
- 2021 product of the year by leading industry media. Drove targeted media outreach with a PR agency, securing regular coverage and several cover stories.
- Achieved significant growth in eCommerce web traffic. Implementation of an aggressive SEO strategy increased organic web traffic by over 41% year-over-year. Execution of a targeted blog strategy contributed to a 50% year-over-year increase in site visits.
- Rapid social media growth: FB traffic up 66%, IG traffic up 183% in 9 months. Engagement rates (6%+) consistently outperform competitors (1-2%).
- Creative campaign development and aggressive marketing tactics increased sales by 40% .YoY; Cyber Monday Campaign yielded \$2.3MM within 24-hour period, surpassing goals; Sturgis co-location event with 3 vendors resulted in \$1.1MM in sales; RMEF donation program resulted in \$1MM in upgrade sales.

Ridgeline Defense, LLC, Remote / Dalton, NH

Marketing - 2019 - 2021 (1099 position, departed due to insufficient financial resources)

Joined Ridgeline Defense as a contractor; however, the development of the facilities was significantly delayed due to COVID-19-related interruptions impacting financial resources.

Key Contributions:

- Developed standard operating procedures, capabilities brief, and tools for marketing, sales, and operations.
- Leveraged industry relationships to facilitate business contracts, build brand awareness, and generate sales with military, law enforcement, and civilian customers.
- Created business and marketing plans for use in guiding business growth and supporting investor presentations.
- Oversaw lead generation, customer relations, and events, including PRS New England 2020.

SIG SAUER Academy, Epping, NH

Director of Marketing - 2011- 2019 (corporate restructuring)

Multifaceted role responsible for all business operations and marketing activities for the Academy's training and retail divisions, while also providing support to the corporate marketing team in PR, media relations, and special events. Accountable for creating innovative and results-driven strategic marketing plans, managing both internal and external partnerships, setting business objectives and KPIs, and developing integrated programs tailored to organizational goals and varied customer segments.

Key Contributions:

- 71% of training class revenue attributed to marketing campaign conversions.
- Increased annual training and retail profits from \$1M to \$13M in seven years through aggressive marketing promotions and improved business processes.
- Developed a video series focused on training and product education, resulting in increased subscriber engagement and enhanced website traffic; attained an average open rate of 28%, establishing the company as a leading authority in firearms training.
- Introduced SIG's first e-commerce platform, successfully transitioning sales from predominantly phone-based (90%) to primarily online (90%).
- Managed high-profile National and International military, corporate, and media production events.

Mintel International, Chicago, IL

VP, Global CPG Marketing – 2007 - 2011 (moved to be closer to family)

Directed all marketing strategies pertaining to the development of global plans, establishment of lucrative partnerships, and the collaboration with cross-functional teams to construct optimal practices, optimize usage and reporting, and guarantee the achievement of company goals. Introduced CRM marketing automation program and cultivated an exclusive research methodology used to pitch marketing ideas to global executive teams in the US and Latin America.

Key Contributions:

- Successfully transformed the performance and functionality of an unmotivated US marketing team from sales support to a true strategic marketing team; capable of implementing processes, standards, and objectives.
- Established a *New Normal* Economy webinar series which yielded the strongest engagement, over 200+%, in company history.
- Acquired the highest paid engagement total, at \$50K in company revenue and marketing valued, within 4 months, after negotiating speaking engagements and conference partnerships.
- Achieved KPI value increases of 200% in volume of media requests, 300% in mentions, and 50% in global web traffic from US PR SEO following the design, management, and implementation of global strategies.
- Launched vertically integrated marketing campaigns, resulting in better quality leads, stronger sales pipelines, and a 20% increase in corporate web traffic.

EDUCATION & CERTIFICATIONS

Master of Science, Marketing with Digital Concentration, 1/2026

Delta Mu Delta, International Honor Society

Southern New Hampshire University, Hooksett, NH

Google Analytics Certification, 5/2025

Bachelor of Arts, Psychology, 1995

West Virginia University, Morgantown, WV