



## BIO: JENNIFER TUTTLE

RESPECTED LEADER | MARKETING  
STRATEGIST | BRANDING EXPERT

### MY STORY

I'm a proud single mom of two incredible girls who inspire me every day, and two very hairy, four-legged boys who keep life interesting. I come from a long line of military civil engineers — builders, thinkers, and doers — with roots that reach as far back as this country goes. Though my family is now scattered across the map, Northern Kentucky is now home.

My biggest passion in life has always been learning. Curiosity is what pushes me forward — whether that's exploring new ideas, new trails, or new challenges. That same drive led me back to graduate school, where I earned my master's degree in marketing and was inducted into the Delta Mu Delta Business Honor Society. Balancing family, work, and school wasn't easy, but it was one of the proudest moments of my life — right up there with running a marathon.

When I'm not studying or researching something new, you'll find me where my heart feels most at home — at the barn with my girls riding horses, cheering on my superstar archer, or hiking trails with my dogs.

People often describe me as a mama bear — strong, nurturing, and fiercely protective of the people I love. I'm also a mentor and a confidant, roles I hold close to my heart because they allow me to help others grow, just as I continue to grow myself.

Learning, leading, and loving deeply — that's the story I live every day.

### MY CAREER

My life's work has been devoted to understanding people—what moves us, what motivates us, and why we make the choices we do. I began in psychology, hoping to change the world, and ended up in marketing, learning how people *decide*. Decades later, I've learned that understanding human behavior isn't just a science—it's an art. And I've spent my career mastering both.

To me, there are only two kinds of companies: those that get marketing, and those that don't. Marketing is a puzzle—but it's also one of the essential gears in the machine of business success. If the rest of the machine isn't running right, marketing can't fix it. And when key pieces of the marketing puzzle are missing, no amount of social posts, ad spend, or email blasts will deliver true, lasting growth.

What I bring to the table is a broad range of industry experience, leadership exposure, and first-hand insight into what truly drives success—and what doesn't. While my career path since COVID may look like hopscotch, it's been one of the most valuable chapters of my professional journey. I've had front-row seats to seeing what works and what doesn't in business, all while earning my graduate degree and learning how to apply those lessons strategically. This combination of practical experience and formal education has shaped a perspective that's both grounded and growth-oriented.

I bring a realistic yet visionary approach to marketing—one built on solid strategy, operational discipline, and genuine care for both brand and people. My philosophy is simple: long-term success comes from marketing that's not just creative, but cohesive, consistent, and connected to the bigger picture.

Give me a call, and let's talk success together,

*Jennifer Tuttle*

### CONTACT

📞 603.534.0719

🏠 Burlington, KY

✉️ [jenniferanntuttle@icloud.com](mailto:jenniferanntuttle@icloud.com)

💼 [Linkedin.com/in/jennifertuttle](https://www.linkedin.com/in/jennifertuttle)

### ROLES

VP of Marketing, Senior Director of Marketing

Remote, Hybrid in Cincinnati Region

B2C or B2B, Products and/or Services