

PORTFOLIO

Jess Novak

Head of Content & Audience Development

I develop data-driven — but delightfully human — brand, content, and audience development strategies.

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CAPABILITIES

What I do

- Tone of voice & verbal identity
- Brand positioning & messaging architecture
- AI toolkit (ChatGPT, Claude, Gemini, Lovable)
- Thought leadership
- Employer brand & internal launch narrative
- Persona & journey mapping
- Content matrices for brand websites
- Search visibility (Ahrefs, Semrush, GSC)
- AI-assisted research, ideation, & editorial QA
- CMS (WordPress, Wix, Squarespace)
- Narrative strategy & content ecosystems
- Search fluency (SEO, AEO, & GEO)
- Audience development (social, newsletter, search)
- Corporate communications
- Team leadership & cross-functional collaboration
- Editorial leadership
- Print & IRL brand storytelling
- Analytics (GA, Parse.ly, Chartbeat)
- Content audits & competitive research
- UX writing & copywriting

Case studies

Energy · B2B Brand · Content · Audience

Enerflex — 2024 — Present

“Tomorrow Starts Today” — content and audience for a global energy transition brand.

Strategic Content & Communications Partner

Enerflex is a global energy infrastructure leader powering the world's most critical energy systems. I've served as a strategic content and communications partner across the brand: messaging architecture and persona-mapped language for a new website, page-level content strategy and conversion-oriented web copy, competitive messaging analysis, executive and thought leadership content, and an ongoing organic social and internal content program that's compounding audience growth on the channels that matter most for B2B energy.

+75.14%

LinkedIn unique visitors YoY

+53%

LinkedIn engagement YoY

~+25%

engagement rate & time on site YoY

Scope

- Messaging architecture and persona language across markets and journeys
- Page-level content strategy and web copy for the new Enerflex.com
- Competitive messaging analysis and category whitespace identification
- Translating engineering and infrastructure topics into accessible thought leadership
- Brand voice extension into sales presentations and tradeshow experiences
- LinkedIn-first organic social strategy and editorial cadence
- On-site content tuned for engagement and dwell time

Precision AQ — 2024

Launching a new category in life sciences commercialization.

Content & Audience Lead

After multiple acquisitions, Precision Value & Health needed to unite its expanded services into a single, category-defining offering. I led the content and audience workstreams behind the rebrand to Precision AQ — pushing past the over-used idea of “access” into a new framework that fuses IQ (science) and EQ (empathy) to remove barriers between therapies and patients. The work showed up in a new purpose, a new website, and an employer brand that united legacy teams behind one mission.

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| New category “AQ: Access Quotient” | 1 brand from multiple acquisitions | Site + EVP content systems launched |
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Scope

- Content strategy supporting category creation and launch
- Messaging and editorial strategy for the new Precision AQ website
- Employer brand content and internal launch narrative
- Voice and language guidelines unifying legacy teams

Comma Brewing Co. — 2024 — Present

Building a brewery brand around the pause.

Brand Voice, Content & Audience Lead

Comma Brewing Co. is a brewery whose whole brand pivots on the comma — the pause that lets you actually enjoy the moment. I led end-to-end brand voice and content for the launch and ongoing program: tone of voice and verbal identity, brand pillars, website content matrices, an editorial calendar, an SEO/AEO strategy, ongoing content planning and messaging, an engagement strategy across social and email, and the asset creation that brings it all to life.

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| 1 in 5 customers come back | 0→1 brand voice, pillars, and content system | Launch + ongoing voice, web, social, and lifecycle |
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Scope

- Brand voice and verbal identity: principles, do's & don'ts, vocabulary
- Brand pillars and messaging architecture
- Website content matrices and persona-mapped page copy
- Editorial calendar and ongoing content planning
- SEO and AEO strategy for a small-batch DTC brewery
- Engagement strategy across organic social and email
- Asset creation: web, packaging, social, lifecycle

Fisher Phillips — Agency engagement

Recruiting and careers copy for “workplace lawyers who think like business leaders.”

Employer Brand & Legal Marketing Copywriter

Developed recruiting, careers, and positioning content for a national labor and employment firm — translating firm culture and career growth into differentiated recruitment messaging while navigating ABA advertising rules and legal-industry sensitivities. The work supported a brand built around being business-minded and practical, not generically lawyerly.

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| Careers site + recruiting copy | EVP culture → growth narrative | ABA-aware compliant legal marketing |
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Scope

- Careers-site messaging and page copy
- Attorney recruitment copy across levels and practice groups
- EVP-oriented content tying culture to career growth
- Positioning the firm as business-minded and practical — without legal-industry boilerplate
- Voice and messaging consistency across recruiting materials
- Translating firm culture and growth opportunities into differentiated recruitment messaging

U.S. Chamber of Commerce — 2017

“We Believe in Business” — a hardcover storybook for the U.S. Chamber.

Content Strategist & Writer

Partnered with Tanj Branding to write and shape a hardcover brand storybook for the U.S. Chamber of Commerce — a 60+ page narrative covering the Chamber's history, mission, and signature initiatives (Hiring Our Heroes, Centers of Excellence, International Reach). One of two storybook editions I led for the Chamber.

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| 60+ pp hardcover storybook | 2 editions led | 1912→Today narrative arc |
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Scope

- Editorial concept and narrative architecture across four sections
- Long-form writing: history, mission, foundation, conclusion
- Q&A, profile, and feature writing with Chamber leaders
- Collaboration with design on pacing, image-text rhythm, and pull quotes

BDG (Bustle Digital Group) — Aug 2019 — Sep 2021

Scaling search across a portfolio of lifestyle brands.

Director of Audience Development — Search

Set search strategy across BDG's portfolio — including Bustle, Nylon, Inverse, Elite Daily, The Zoe Report, W, and more — building systems and trainings that turned newsroom instincts into a repeatable engine for SEO (and the early instincts that now power AEO and GEO) growth.

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| +181% search traffic, new brands (H1 2020 → H1 2021) | +78% search traffic across all brands, same period | 5+ lifestyle brands |
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Scope

- Portfolio search strategy and roadmaps (SEO, AEO, & GEO)
- Cross-brand audits and competitive research
- Interactive search trainings across editorial teams
- Daily work in GA, Parse.ly, Semrush, Ahrefs, Chartbeat, GSC

DTC · Healthcare · Pre-launch

Complete Sleep — Jul 2023 — Dec 2023

Tone of voice and content strategy for a pre-launch DTC sleep brand.

Head of Content & Organic Traffic

Built the content function from scratch for an early-stage DTC healthcare brand focused on better sleep — defining tone of voice, content strategy, and messaging architecture, then extending into user research, brand copy, SEO, social, newsletter, and lead-magnet strategy.

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| 0→1 tone of voice + content system | User-led research-driven copy | Multi-channel search · social · email |
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Scope

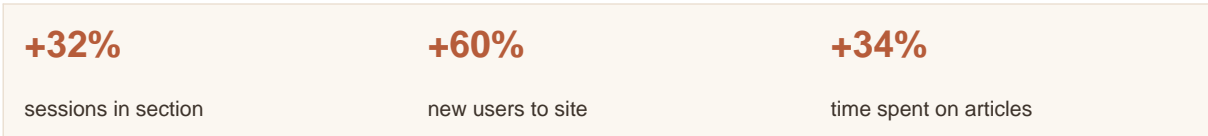
- Tone of voice and verbal identity
- Content strategy for pre-launch DTC healthcare
- User research → targeted brand copy
- Search (SEO, AEO, & GEO), social, newsletter, and lead-magnet strategy

Greatist — Nov 2016 — Feb 2019

Section leadership that moved every reader metric.

Senior Editor, Health Science & Lifestyle

Edited, packaged, and managed health science and lifestyle content; oversaw a digital staff of 50+; partnered with sales on branded packages; and hosted a biweekly beauty show, Glamourish.



Scope

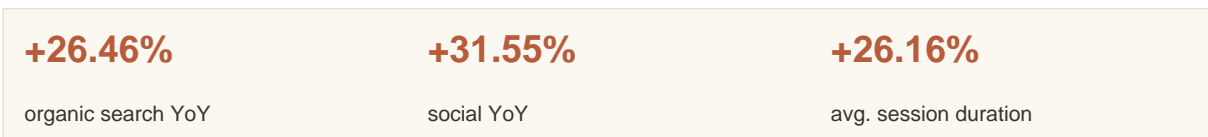
- Section editorial strategy and calendar
- Analytics-driven story selection and growth
- Branded content strategy with sales team
- Hosted biweekly video show, Glamourish

Clean Plates — Sep 2021 — Sep 2022

Growing a healthy-eating publication on every metric that mattered.

Head of Content & Audience Development

Owned content and audience strategy for a digital publication dedicated to healthy eating and cooking — running social, newsletter, and search (SEO, AEO, & GEO) programs while leading an in-house team of two and 40+ remote freelancers.



Scope

- Content strategy and editorial planning
- Audience development: social, newsletter, search (SEO, AEO, & GEO)
- Content audits and competitive research
- Branded campaign concepts; managed 40+ freelancers