



CONTACT

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EXPERTISE

- DTC eCommerce Strategy
- Conversion Optimization
- UX / UI & Site Architecture
- Brand Positioning & Identity
- Creative & Art Direction
- Photo Shoot Management
- Performance Marketing
- AEO / GEO / SEO / SEM / Email
- Web Analytics & KPIs
- Audience Targeting
- Persona Development
- A/B Testing & Usability
- Team Building & Hiring
- P&L & Budget Leadership
- Workflow Creation
- Agency & Vendor Mgmt
- AI & Emerging Tech

Jennifer Gyllenskog

DIGITAL DIRECTOR

Digital Strategy · Marketing · Creative · eCommerce · Team Leader

PROFESSIONAL SUMMARY

Veteran digital strategist and eCommerce architect with 28+ years shaping how consumer brands sell, connect, and grow online. I have built digital departments from scratch, redesigned underperforming eCommerce experiences into high-converting revenue engines, led creative from brand strategy to photo shoot to live site, and built teams that outperform. Equal parts analyst and creative director: I read a traffic dashboard the same way I read a brand brief, looking for the human truth beneath the data.

PROFESSIONAL EXPERIENCE

CEO & Digital Director

Attract Interact Bend, OR 2008 - 2023

Owner and strategic director of a boutique digital agency embedded as the DTC and digital lead for national consumer brands across retail, eCommerce, CPG, health, and tourism, building strategy, creative, and infrastructure that moved product, built loyalty, and drove measurable growth.

- **BRAND IDENTITY & POSITIONING** Helped Compax, a plastic injection molding company, reinvent its visual identity and messaging to speak to a new generation of younger designers: new logo, typography, packaging, signage, and an eco-friendly product line that opened a new revenue category.
- **eCOMMERCE ARCHITECTURE & PRODUCT EXPERIENCE** Helped Skullcandy translate their lifestyle brand to screen with site architecture built around their iconic product photography. Designed product discovery, recipes, and fan loyalty integration for Rhodes BakeNServ.
- **SALES LEAD GENERATION** For aluminum extruder Futura Inc., redesigned their corporate web presence and built a dedicated product site with part lookup, catalog reference, dealer locator, eCommerce, and ERP integration, producing a 400% lift in web-based sales leads through strategic content and calls to action.
- **BRAND NARRATIVE & WORKSHOP LEADERSHIP** For VitalSmarts, conducted discovery sessions with 20-40 cross-functional leaders, ran brand pyramid workshops, produced wireframes, and designed in-house production processes. Their Director of Marketing called me their Business Therapist.
- **AUDIENCE DEVELOPMENT & GOOD CAUSE** Helped Sanku reach NGO and international audience segments with a story-driven web presence built to inform and secure funding. Helped Elevar Therapeutics inform candidates about clinical trials for a potentially life-saving cancer drug.
- **FAN LOYALTY & COMMUNITY BUILDING** Built and evolved the digital presence for DNA Cycling, an international women's professional cycling team, matching the site to the team's visual identity and archiving 12 years of media coverage for SEO authority.
- **TEAM BUILDING, HIRING & WORKFLOW CREATION** Built hand-picked project teams, wrote role descriptions, hired specialists, established workflows and creative approval cycles, directed photo shoots, and managed asset libraries for brand consistency.
- **AI, ANALYTICS & TECHNOLOGY** Using AI platforms professionally for 2+ years. Proficient across a dozen web analytics providers, design software, CMS platforms, and eCommerce systems.

Contract Digital Strategist

McCann Erickson · Ritcher 7 · Rare Method · EDEO Salt Lake City, UT 2012 - 2015

White-label digital strategist embedded inside agencies serving Fortune 100 brands. Represented the interactive discipline in pitches, executive presentations, and cross-functional planning as a seamless agency team member.

- Led eCommerce strategy and site redesign for Mrs. Fields, improving product discovery, seasonal gifting flows, and the end-to-end conversion experience.
- Led the redesign of Exxon Mobil's Distributor Network, the private transactional interface used by their field sales force across the globe.
- Supported Verizon thought leadership strategy, including white paper editing, research organization, and the design of a cutting-edge display for new findings.
- Created an interactive destination experience for Park City Resort designed to build excitement, showcase proximity to Salt Lake City International Airport, and drive visitation through immersive storytelling and feature discovery.

EDUCATION

B.S. Economics

University of Utah
Intl Business &
European Studies

Jakob Nielsen Usability

London, England 2005

SPEAKING & WORKSHOPS

Speaker, Bend Web
Marketing MeetUp
Guest Lecturer,
Digital Marketing
University of Utah
Undergrad & Grad Level

CONFERENCES

- AdTech
- Internet World
- eTail
- Ecommerce Leadership
- Search Engine Strategies

NOTABLE CLIENTS

Utah Life Elevated
Exxon Mobil
Verizon
Intel
NordicTrack
Skullcandy
Stampin' Up!
VitalSmarts
Mrs. Fields
Futura Inc.
Compax Packaging
Elevar Therapeutics
Deer Valley Resort
Park City Resort
DNA Cycling (Women's)
Sanku / Project Healthy
Children
Markosian Automotive
Gold's Gym
Rhodes BakeNServ
Pergo Flooring
Blue Cross Blue Shield

- Served as interim interactive department head at Ritcher 7: managed clients, wrote briefs, directed eCommerce builds, geo-locating mobile, and product-focused experiences.

Director of Strategy

Struck Salt Lake City, UT 2007 – 2008

Award-winning digital agency. Led strategy across brand, digital, and campaign work.

- Led competitive analysis, audience research, brand positioning, messaging hierarchy, and UX direction. Mentored account team and contributed to new business development.
- Helped Pergo use their site to assist customer visualization, material calculation, and room estimation, improving product consideration and reducing purchase friction.
- Clients: Utah Life Elevated, Pergo, eDiets, Nutrio, Governor's Office of Economic Development, Sweet's Candy, Kiiera.

Web Director

Stampin' Up! Riverton, UT 2006 – 2007

\$260M network marketing company. Hired as the first-ever Web Director to build the digital department from zero: structure, team, strategy, and technology.

- Designed, staffed, and launched the company's first formal Web department: wrote job descriptions, structured roles, conducted panel interviews, and built the team.
- Reviewed 20+ eCommerce platform vendors; determined requirements, CMS controls, template design, and dynamic content strategy for a personalized demonstrator web platform.
- Redesigned the referral engine UX: user flow, calls to action, and presentation layer, delivering a 43% lift in primary conversion rate.

Director of Web Strategy

Studeo Sandy, UT 2004 – 2006

Direct-response ad agency with deep eCommerce, product merchandising, and conversion focus.

- Full-funnel digital strategy: analytics, usability testing, site architecture, wireframes, SEO structure, messaging, and success metrics. Deep focus on product merchandising and conversion rate optimization.
- Directed performance marketing across SEO, SEM, email, display, and affiliate. Clients: NordicTrack, ProForm, Gold's Gym, Kaplan, Omniture, Little Giant Ladders.

Account Director – Interactive Director

Riester Salt Lake City, UT 2001 – 2004

Full-service branding and PR agency with four regional offices. Grew from account direction to head of the interactive department.

- Led digital strategy, site architecture, user flows, online media plans, and full production across all four offices. Represented the interactive department in all agency brainstorming and campaign integration.
- Clients: California Dept. of Conservation, Arizona Tobacco Education & Prevention, Utah Travel Council, Deer Valley Ski Resort, Scottsdale CVB, Flagstaff CVB, Western Rivers, Idahoan Potatoes, Arizona Science Center, Thunderbird School of International Business, Casino Arizona, Louisiana Office of Public Health, Santa Cruz Transit, River Rock Casino, Intel LANDesk, Iams, Veterinary Pet Insurance, Regence BlueCross BlueShield.

Interactive Account Supervisor

EURO RSCG DSW Partners Salt Lake City, UT 1999 – 2000

- Online business planning and interactive advertising at a large technically-focused agency during the dot com boom. Clients: Intel, CheckFree, Iomega, Alcatel. Conducted focus groups, usability testing, and competitive analysis.