



JENNIFER GYLLENSKOG

DIRECTOR, DIGITAL MARKETING & WEB STRATEGY

Arriving early. Building what comes next.

Marketing Strategy · Behavior-Changing Creativity · Memorable Experiences · Team Builder

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PROFESSIONAL SUMMARY

Digital strategist and platform builder with 28 years at the intersection of emerging technology, human behavior, and digital architecture. I have spent my career arriving early at inflection points, building the infrastructure others would later need, and translating deeply complex subject matter into memorable digital experiences that earn trust and move people to act.

I have served Fortune 100 companies, NGOs, government agencies, and emerging technology ventures. I know how to take something that sounds impossible and make it feel inevitable to the people who need to believe in it. That skill, applied to superhot geothermal energy, is what I am offering Quaise.

AREAS OF EXPERTISE IN PRACTICE

Digital Ecosystem Architecture

Site maps, wireframes, user flows, IA, CMS

Behavior Change & Public Affairs

Government, NGO, and advocacy campaigns

Technical Subject Matter

Complex technology made legible and compelling

Brand Strategy & Narrative

Positioning, messaging hierarchy, voice

Creative Experiences

Interface design, interactive concepts, UX direction

eCommerce & Conversion

Funnel design, UX optimization, performance marketing

Team & Agency Leadership

Hiring, mentorship, creative direction, pitching

Privacy-First Media

Contextual advertising, compliance, earned presence

PROFESSIONAL EXPERIENCE

Founder & CEO

Sea Change Media Bend, OR · 2022 – Present

Founded Sea Change Media, the privacy-first contextual advertising layer powering a network of publications: Cannabis United, Coffee Collective, driving.energy, and Bend Locals. Conceived platform architecture, developed brand systems, built editorial infrastructure, and led all strategy, content, and technical development. driving.energy is live and in active fundraising.

- **CONTEXTUAL AD LAYER** Designed a proprietary contextual advertising model replacing behavioral tracking with proximity-based targeting: advertising placed adjacent to genuinely relevant content rather than following users across the web. Developed a journalist revenue-share model aligning editorial incentives with platform integrity.
- **CANNABIS UNITED** Built a compliant cannabis-focused engagement network including Cannabis101.com (live since 2018) and a full editorial suite. Developed compliance-aware advertising standards navigating state-by-state regulatory frameworks. Contributed formal comment to the DEA on cannabis rescheduling.

Marketing Director

driving.energy Bend, OR · 2021 – 2022

Clean energy digital engagement platform connecting emerging innovators with the public awareness and market confidence they need to succeed.

- **PLATFORM DESIGN** Conceived, researched, branded, and developed a platform of three interlocking properties: an editorial network, a private professional community connecting innovators with implementers, and a commercialization arm.
- **MARKET RESEARCH** Conducted deep market research across the energy transition landscape and designed a compliance-aware advertising model for the sector.
- **INVESTOR NARRATIVE** Built the brand system, pitch narrative, and investor materials that carried the platform into fundraising.

Digital Director → Managing Director

Attract Interact Salt Lake City, UT / Bend, OR · 2006 – 2021

Owner and strategic director of a boutique digital agency serving national brands across eCommerce, CPG, health, technology, NGO, and public sector clients. Dedicated digital lead for clients without in-house capability, and a remote, white-label strategist for understaffed agencies long before remote work was common.

- **FULL AGENCY LEADERSHIP** As owner of Attract Interact, I fielded every discipline: strategy, creative direction, interaction design, content, analytics, and operations. Brought in specialist teams per engagement and served as the single point of accountability for brand, quality, and outcomes.
- **TECHNICAL SUBJECT MATTER MADE ACCESSIBLE** Helped Sanku, a Stanford-born innovation delivering micronutrients to remote communities, build a story-driven web presence that secured international NGO funding. Helped Elevar Therapeutics communicate clinical trial eligibility for a potentially life-saving cancer drug to prospective candidates online.
- **DIGITAL ECOSYSTEM DESIGN** Served as interaction architect across every engagement: site maps, wireframes, user flows, technical specifications, and content architecture. Always starting from the human perspective, designing paths that feel intuitive because they were built around observed behavior, not assumptions.
- **SALES & LEAD GENERATION** For aluminum extruder Futura Industries, redesigned 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.
- **BACK-END TECHNICAL INTEGRATION** For Markosian Automotive, designed and implemented a real-time AJAX vehicle search powered by a nightly Cron job syncing live inventory from the dealer management system, balancing real-time UX with sustainable infrastructure.
- **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 workflows. Their Director of Marketing called me their Business Therapist.
- **PROCESS & GOVERNANCE CREATION** Created scalable workflows, governance standards, and CMS implementations that allowed client teams to operate independently. Moved VitalSmarts from IT-dependent site management to marketing department ownership.
- **TEAM BUILDING & MENTORSHIP** Built hand-picked project teams per engagement. Directed photo shoots, managed asset libraries, established creative approval cycles, and maintained brand consistency across every touchpoint.

Contract Digital Strategist

McCann Erickson / Richter7 / Saxton Horne / Rare Method / EDEO Salt Lake City, UT · 2009 – 2015

Engaged through Attract Interact as a white-label digital strategist embedded inside agencies serving Fortune 100 companies. Represented the interactive discipline in new business pitches, executive presentations, and cross-functional planning as a seamless agency team member.

- For Exxon Mobil, conducted executive interviews across global field operations to assess needs and frustrations, then drafted proposed architecture and workflow for a major distributor network redesign serving field sales teams worldwide.
- For Verizon, designed and produced a cutting-edge research display for Medium Business thought leadership, organized findings across audience segments, and edited white papers for executive distribution.
- Led eCommerce strategy and site redesign for Mrs. Fields, improving product discovery, seasonal gifting flows, and the end-to-end conversion experience.
- 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.
- At Richter7, grew from remote contractor to on-site interim interactive department head, the resource anyone could grab with a question: managed clients, wrote briefs, and directed eCommerce builds and geo-located mobile experiences.
- At Saxton Horne, the largest advertising agency in Utah, nearly a year of contract strategy work led to an offer to become the agency's Digital Director.

Director of Strategy

Struck Salt Lake City, UT · 2007 – 2008

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

- Led the strategy department: competitive analysis, audience research, brand positioning, messaging hierarchy, UX direction, and strategic briefs ensuring every team member worked from shared information and clear objectives. Managed voice and voiceover recording sessions for interactive projects.
- **GOED REDESIGN** Took an outdated, patched government site and redesigned it from the ground up for the Governor's Office of Economic Development. Reorganized navigation, terminology, and information nesting through stakeholder interviews; integrated the Life Elevated brand; served first-time visitors differently from daily users.
- Contributed to the Sweet's Candy premium packaging and brand repositioning that moved the product from bulk commodity to gift destination at the front of Target stores nationally, achieving a 7X increase in product profitability.
- Supported Pergo's vision of a customer visualization and room estimation tool, bringing the concept to screen and directing the team through production.

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.

- Designed, staffed, and launched the company's first formal Web department: wrote job descriptions, structured roles, conducted panel interviews, built the team.
- Reviewed 20+ eCommerce platform vendors; determined requirements, CMS controls, template design, and dynamic content strategy for a personalized demonstrator platform.
- Priced and launched a new monthly web service subscription sold directly to the demonstrator base, creating a recurring digital revenue stream.
- Redesigned the referral engine UX: user flow, calls to action, and presentation layer, delivering a 44% lift in primary conversion rate.

Director of Web Strategy

Studeo Sandy, UT · 2004 – 2006

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

- Full-funnel digital strategy: analytics interpretation, site architecture, wireframes, SEO structure, messaging, and success metrics, with a deep focus on merchandising and conversion rate optimization.
- Used site assessments as a pitch tool: auditing a prospect's digital presence and presenting findings with recommendations earned trust before the engagement began.
- Ran A/B testing programs for CCI Online Learning, discovering not just what converted but how many form fields prospects would tolerate and at what size.
- 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

U235 / Riester Salt Lake City, UT · 2000 – 2004

Full-service branding and PR agency with four regional offices across Salt Lake City, Phoenix, Los Angeles, and Denver. Joined as account director and grew into head of the interactive department.

- **PITCH TEAM & NEW BUSINESS** Personally selected by Tim Riester to represent the interactive department on new business pitches. Helped retain every account I participated in, including California Recycling, Arizona Anti-Tobacco, Utah Life Elevated, the 2002 Winter Olympics (including the theme song campaign), and the Phoenix Convention and Visitors Bureau.
- **DIGITAL EVANGELIST** Made the case for interactive to internal teams and at agency retreats when most full-service agencies still treated it as an afterthought. Wrote scopes of work, site analysis, information architecture, user flows, and functional specifications across all four offices.
- **BEHAVIOR CHANGE CAMPAIGNS** Led interactive strategy for Arizona's statewide teen tobacco prevention program and the California Department of Conservation's recycling initiative. PR-led digital campaigns that consistently outperformed paid traffic.
- Clients: California Dept. of Conservation, Arizona Tobacco Education & Prevention, Utah Travel Council, Utah Life Elevated, 2002 Winter Olympics, 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 Authority, 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

Technically focused advertising agency behind the Intel Inside campaign, transforming from a traditional agency into a digital one.

- Joined as part of the digital wave while the agency evolved its print, television, and outdoor creative for a more savvy audience, and interactive teams extended that creative or led first with digital products.
- Led the interactive team for Intel products that were both hardware and web-delivered service, including Intel's web cam, and conducted usability testing sessions at Intel's Oregon facility.
- Present at the birth of digital advertising, including early rich media and out-of-the-box ad formats, when most brands were still debating whether the web was worth the investment.
- Contributed to online business planning and interactive strategy for Intel, CheckFree, Iomega, and Alcatel. Conducted focus groups and competitive analysis.

SELECTED CLIENTS

Exxon Mobil · Verizon · Intel · NordicTrack · Skullcandy · Stampin' Up! · VitalSmarts · Mrs. Fields · Futura Industries · Compax Packaging · Elevar Therapeutics · Deer Valley Resort · Park City Resort · DNA Cycling · Sanku / Project Healthy Children · Markosian Automotive · Gold's Gym · Rhodes BakeNServ · Pergo Flooring · Utah Life Elevated · Sweet's Candy · CCI Online Learning · Best Friends Animal Sanctuary

EDUCATION & DEVELOPMENT

B.S. Economics, University of Utah

International Business & European Studies · 1997

Jakob Nielsen Usability Program, London · 2005

Guest Lecturer, Digital Marketing, University of Utah
Speaker, Bend Web Marketing MeetUp

Conferences attended

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