

LAUREN REBEKAH JONES

CREATIVE | PRODUCTION | MARKETING

CAREER SUMMARY

Senior integrated marketing and content leader with 15+ years of experience building brand narratives, multi-channel campaigns, video content, and strategic marketing programs across healthcare, technology, and consumer-facing organizations. Experienced in leading cross-functional creative and content teams, translating complex healthcare and technology concepts into clear audience-centered stories, and developing campaigns that connect brand strategy, product messaging, and business objectives. Known for blending strategic leadership with hands-on creative production expertise to create content that drives engagement, builds trust, and strengthens brand relevance.

CONTACT

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EDUCATION

Bachelor of Arts | Communication
Berry College
2007 - 2011

SKILLS

- Brand Storytelling
- Integrated Marketing
- Content Strategy
- Creative Direction
- Campaign Development
- Strategic Messaging
- Team Leadership
- Stakeholder Management
- Cross-Functional Collaboration
- Audience Strategy
- Digital Marketing
- Social Media Strategy
- Video Production
- Project Management
- Consumer Insights
- Performance Marketing

WORK EXPERIENCE

○ **Senior Director of Content Marketing | 2023 - Present**
| **Director | Content Marketing | 2022 - 2023**
| Waystar, Inc.

- **Lead brand storytelling, integrated campaign development, and overall content strategy** for one of the fastest-growing healthcare technology companies in the U.S.
- **Direct a team of content marketers, strategists, and creators** across campaign, web, social, video, thought leadership, client advocacy and executive content.
- **Develop strategic messaging and creative concepts for high-visibility brand and demand initiatives** that support awareness, engagement and pipeline generation.
- **Lead content strategy and production for all marketing programs, including Waystar's Innovation Showcase series**, a flagship marketing initiative influencing multimillion-dollar pipeline.

○ **Content Marketing Manager | 2019 - 2022**
| Wellstar Health System

- **Led content development for Wellstar's enterprise rebrand launch**, helping bring the new brand platform to life across broadcast, digital, social, web and internal channels.
- **Directed and produced broadcast and digital commercial content** supporting brand awareness, service line growth, patient engagement and systemwide marketing priorities.
- **Managed a team of content developers and production agencies** across written, digital, social and video content for one of the largest health systems in Georgia.
- **Supported high-priority healthcare communications during the onset of the COVID-19 pandemic**, adapting messaging and content strategy in a rapidly changing environment.

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CURATED AWARDS

Waystar, Inc.

Top Performer (Marketing Department) | 2026
Top Performer (Marketing Department) | 2025
Top Performer (Marketing Department) | 2024
Winner's Circle (Company) | 2023
Top Performer (Company) | 2023
Value Award Winner (Company) | 2023

Healthcare Advertising Awards

National Best of Show & Gold | 2021-2022
Gold | Newspaper Ad Series | 2021
Gold | On-Demand Streaming | 2021
Silver | TV Ad Series | 2021
Silver | Digital Video Ad | 2021
Bronze | Magazine Ad Series | 2021
Silver | Digital Video | 2019
Gold | Newspaper Advertising Series | 2018
**Full list available upon request*

SOFTWARES

Generative & Agentic AI:

OpenAI (Chat GPT), Google (Gemini),
Microsoft (CoPilot), Anthropic (Claude),
Midjourney, & more

Adobe Suite:

Premiere Pro, InDesign, Photoshop,
Lightroom, & more

Production softwares:

Frame.io, Otter.AI, Artist.io, & more

Google Suite: Google Drive, Google Docs,
Google Forms, Google Sheets, Google Analytics,
Google Slides, & more

Microsoft: Sharepoint, Onedrive, Word,
Powerpoint, & more

Social Media: Meta | Instagram & Facebook Ads
Manager, Creative Hub, Hootsuite, Sprinklr

DAM Systems:

Frontify, MediaValet, Dropbox, & more

Web Design:

Squarespace, Wordpress, Wix

Additional Programs:

Canva, Formstack, FormBuilder, Soundcloud,
Wrike Project Management, Asana, Celtx

EXPERIENCE (CONT.)

○ **Head of Content Marketing | 2017 - 2019**

| Harbin Clinic / Atrium Health

- Led development of integrated marketing content across print, digital, video, radio, web and social media for Northwest Georgia's largest physician-owned multispecialty medical clinic.
- Owned campaign development from concept to completion, ensuring consistency in brand voice, messaging and creative execution.
- Directed contractors and interns across copywriting, videography, editing and animation to support integrated marketing initiatives.
- Created award-winning campaigns in collaboration with creative and marketing leadership.
- Managed crisis communications and time-sensitive healthcare messaging, helping translate complex or urgent information into clear, public-facing content.

○ **Marketing & Public Relations Coordinator | 2015 - 2017**

| Floyd County Government | Parks & Recreation division

- Led marketing and communications for department programs, events and community initiatives across print, digital, web, email and social media channels.
- Built, managed and maintained three departmental websites, improving access to program information and public-facing resources.
- Supported crisis and public-service communications, including time-sensitive updates related to programs, events, facilities and community needs.
- Planned and promoted community events while coordinating with media partners, internal stakeholders and local organizations to increase visibility and engagement.

○ **Marketing & PR Coordinator, Outreach Advocate | 2013 - 2015**

| Hospitality House for Women, Inc.

- Led marketing, public relations and crisis communications across print, social media, web content, public speaking and local media outreach to increase awareness of services and community impact.
- Developed sensitive, trauma-informed communications for public education, survivor resources, community awareness and urgent service-related updates.
- Built relationships with media outlets, community partners and public stakeholders to strengthen visibility, education and access to survivor resources.

○ **Editor | Journalist | Videographer | Photographer | 2011 - 2013**

| Rome News-Tribune | Northwest Georgia News

- Served as lead editor for the Education and Young Romans beats, developing stories across community, school system, youth leadership and local impact coverage.
- Earned two Georgia Press Association journalism awards, with more than 20 articles picked up by the Associated Press.
- Produced reporting, photography, video and digital content across print, web and social media channels.