



Name: Jenna Kersten

Major: English

Graduation Year: 2012

Jenna Kersten is the Content Marketing Lead for KirkpatrickPrice, a cutting edge company in the information security and regulatory compliance fields. Her degree in English and her experience in professional writing, digital marketing, and document design have helped her to create well- rounded brands, marketing strategies, and content management practices in her current position. Read more to learn about how her English major and marketing minor have prepared her for this role!

What is the day in the life like at your job?

As the Content Marketing Lead, I spend the majority of my time researching topics, assigning topics, and editing drafts of content for educational outlets (blog posts, videos, webinars, e-books, etc.), but I also help plan the overall strategy for our marketing team.

What do you love about your job?

I love training Content Marketing Specialists! Recruiting and training have become an unexpected part of my position. I enjoy getting to train someone and then watching them flourish in their positions.

What is challenging about your role?

The industry that I market to, information security, is complicated. There's always new information to digest, new breach to analyze, new types of technology to understand. From a marketing perspective, I have to be extremely in tune with the industry in order to sell to those within it.

What are the benefits of working in this field?

There are so many paths within marketing – that's what I love about it! You get to pick your path and become an expert at it, whether that's email, content, social media, SEO, ABM, or something else. With time, your area of focus usually crosses into others, so you get to become an expert on those areas as well! These creative options within marketing are why I decided to pursue marketing as a minor to my English degree.

What experiences did you have that prepared you for this role?

I'm extremely grateful to have taken a few specialized courses at Lipscomb that lent themselves to both English and marketing – they looked great on my resume. Online Information Architecture and Document Design are

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the two specific courses that still stick out to me. I remember, at the time, that no other students in the English department seemed to be super interested in signing up for those courses. I couldn't believe that because both seemed incredibly important to me! Both were small class sizes, taught by an adjunct, and required a ton of work - but for my career path, I hoped that the hard work would pay off in the future. I walked away from these courses with content for my professional portfolio and even real-world experience in web architecture.

What do you see happening in the future for these types of careers?

I think that more and more marketers are beginning to understand the value in having an English degree on a marketing team. This is an extremely realistic, exciting career path to choose as an English major!

What should a student know about your field?

Never underestimate a potential job because you don't think the industry or company will be interesting or fun – you never know what you're getting into. I never imagined I'd be in the information security industry, but I love it!

What advice do you have for a student considering a career in your profession?

Do it! Take as many courses as you can that will be applicable to a real job, use your assignments to create content that could go in a professional portfolio, and make as many connections as possible.