



## Jenn Gordon

Marketing and Content Creator

[Marketing Outpost](#)

Jenn, an Orlando native, has called the Asheville region home for over 25 years. With a diverse background—from vet tech and baker to founding Asheville Date Night Guide—she’s honed a results-driven creative marketing approach. Her BA in Sociology from Appalachian State University fuels her knack for understanding small business needs and customer behaviors.

Jenn’s passion for nature took root as a child in Florida, where she often climbed trees. Her love for hiking, forests, plants, and animals grew through years of outdoor exploration and studies in geology, botany, and local history. In 2023-24, she served as Social Media Manager for FIND Outdoors and the Cradle of Forestry, collaborating with the US Forest Service to strengthen her connection to Western North Carolina’s vibrant forests.

### **Marketing**

Jenn excels at crafting tailored marketing strategies, building social media audiences, and connecting clients with their target markets through storytelling and creative content. Her curiosity about trends and open communication style give her an edge in driving business growth. Jenn has partnered with Mari Peterson at Marketing Outpost for over five years, delivering impactful marketing solutions.

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