

SCOTT TAKAC

Award-winning thought leadership strategist, writer and editor

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EXECUTIVE SUMMARY

Former reporter and business editor with experience spanning journalism, executive communications, and research-driven thought leadership. Specializes in translating complex research, business issues, and emerging trends into executive-ready narratives that inform audiences, shape perception, and drive measurable business results. Experienced partnering with researchers, economists, executives, and subject matter experts to develop award-winning content, executive bylines, and market-facing thought leadership initiatives.

CAREER HIGHLIGHTS

- Developed research-driven thought leadership strategies that generated thousands of leads, including more than 3,000 RIA leads from four flagship papers and over 250% year-over-year growth in RIA lead generation.
- Developed the Gold Stevie Award-winning “Is 100 the New 70?” campaign, generating more than 1,400 form submissions, 6.7 million impressions, and over 42,000 clicks while setting a Jackson content marketing performance record.
- Lead writer for Jackson’s thought leadership partnership with Boston College’s Center for Retirement Research, winner of a Ragan PR Daily Award.
- Collaborated with retirement scholars including Moshe Milevsky and Wade Pfau.

PROFESSIONAL EXPERIENCE

Jackson National Life — Nashville, TN

Content Marketing Manager (2022–Present)

- Serve as senior individual contributor and editorial authority for flagship research-driven thought leadership initiatives.
- Develop data-informed content strategies based on market research, audience insights, emerging industry themes, and business priorities.
- Lead strategy and content development for award-winning thought leadership campaigns spanning white papers, executive bylines, presentations, landing pages, email programs, video, and social content.
- Translate academic, economic, and proprietary research into clear, advisor-facing narratives in collaboration with research, compliance, and creative partners.
- Led development of four flagship research initiatives that generated more than 3,000 RIA leads and contributed to Jackson’s lowest cost-per-acquisition campaign on record (\$42).

Senior External Communications Specialist (2018–2022)

- Wrote, developed, and placed dozens of executive bylines and thought leadership articles across major industry and consumer publications, with a 100% publication success rate.
- Led executive communications and media outreach supporting corporate philanthropy initiatives and the Jackson Charitable Foundation.

FirstEnergy Corp. — Akron, OH

Advanced Communications Specialist (2014–2018)

- Produced executive communications and contributed to major corporate and sustainability publications.

Nashville Business Journal — Nashville, TN

Assistant Managing Editor (2006–2009)

- Produced weekly publication, managed freelancers, and coached reporters on story development.

Suburban News Publications — Columbus, OH

News Reporter (2003–2006)

- Produced more than 1,200 published stories covering government, education, public safety, breaking news, features, and enterprise reporting.

EDUCATION

Miami University — B.A., Public Relations