

SCOTT TAKAC

Director-level content strategist and senior writer

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Executive summary

I specialize in research-driven thought leadership, content marketing, and executive ghostwriting. Proven ability to translate complex financial and retirement research into clear, high-impact narratives that drive engagement, qualified lead generation, and brand differentiation.

Career highlights

- Built and led Jackson's modern content marketing function, producing research-backed thought leadership and multi-channel campaigns that generated thousands of qualified, actionable leads.
- Lead writer for Jackson's thought leadership partnership with Boston College's Center for Retirement Research, winner of a Ragan PR Daily Award.
- Developed the award-winning "Is 100 the New 70?" campaign, earning a Gold Stevie Award.
- Secured consistent placement of executive thought leadership across major industry and consumer outlets.
- Pitched and edited 13 published columns in *Kiplinger's Personal Finance*.
- Collaborated with retirement scholars including Moshe Milevsky and Wade Pfau.
- Contributed to GTM theme development using proprietary market-listening insights.

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.
- Lead strategist and senior writer for long-form content, advisor materials, email, and landing-page campaigns.
- Translate academic and economic research into clear, advisor-facing narratives in collaboration with research, compliance, and design partners.

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.

Skills

- Short, organized, skimmable (SOS) content optimization
- AI-supported research & editorial development
- Compliance-informed writing
- Thought leadership & research translation
- Executive ghostwriting & voice development

Awards

- Gold Stevie Award (2025) — Communications or PR Campaign of the Year: Content Marketing (Is 100 the New 70?)
- Ragan PR Daily Award (2024) — Thought Leadership Campaign (Boston College Center for Retirement Research partnership)
- PACE Award (2025) — Research Tactical Category, Security in Retirement Series: Healthcare Risk (Central Michigan PRSA Chapter)
- Wealth Management Industry Awards finalist (2025) — Thought Leadership / Content Marketing (Is 100 the New 70?)

Education

Miami University — B.A., Public Relations