

Jennifer Orechwa

Founder of Salt Marketing, Expert
Strategic Marketer, Podcast Host

Key Focus: Empowering small businesses to grow by adopting a strategic approach to marketing.

With nearly three decades of experience as a digital marketing leader, Jennifer Orechwa built a multi-seven-figure business— twice earning a spot on the Inc. 5000. After exiting that business in 2021, she reinvested her success into launching Salt Marketing. As CEO and a StoryBrand Certified Coach, she leads an experienced team delivering inbound leads, rooted in robust automation and story-based systems exclusively for health and wellness professionals. Under her leadership, Salt Marketing helps clients consistently increase incoming leads, improve client retention, and scale revenue—all without relying on short-lived tactics or endless ad spend. Jennifer’s expertise in clarifying messaging and building high-trust brands enables wellness practitioners to stand out, attract loyal clients, and grow sustainably.

Before hosting the Worth Your Salt podcast (now in its third season), Jennifer spent four years helming the ProjectHR Podcast, earning recognition as one of the top podcasts in the industry. She has also appeared as a featured guest on podcasts like Practice of the Practice and Wellness Pro, sharing her proven strategies on trust-building, content-driven growth, and scaling with systems. As a certified StoryBrand Coach, Jennifer helps clients craft brand messaging that positions their audience as the hero—ensuring clarity, empathy, and authority weave through every touchpoint. With her real-world success and systematic approach, she offers invaluable insight for any host aiming to deliver actionable value and inspire lasting transformation.

SUGGESTED INTRODUCTION:

Jennifer Orechwa, founder of Salt Marketing and a StoryBrand Certified Coach has spent nearly three decades in digital marketing include building and exiting a multi-seven-figure company before launching her agency dedicated to supporting wellness practitioners . Jennifer helps health and wellness professionals scale with organic, story-based, automated systems that double leads, boost client retention, and build long-term sustainability without relentless ad spend,

INTERVIEW TOPICS


- How to Differentiate and Build Authority with your Brand Story
- Transforming One-Time Clients into Lifelong Advocates
- Building A Marketing Machine That Works While You Sleep
- The Salted Edge Framework: 5 Strategic Keys to Growing Your Business
- What’s Working In Wellness Marketing Now
- List Builders and Lead Funnels - How To Get More Leads Now



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