

JENNIFER BROWN



417-693-0681



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brownstudycreative.com

WRITER • DESIGNER • CREATIVE

EDUCATION

• University of Kansas

Master of Business Administration (MBA)
- Marketing Focus (May 2019)

• Missouri State Univeristy

BS Media Production & Communication (1999)
- Marketing Minor

- Music Together Teaching Certification
- WordPress Advanced Training
- HTML & JavaScript Certificate

SKILLS & HIGHLIGHTS

- **Proficient in Adobe Creative Suite**
- **Website Design & Development**
- **Graphic Design**
- **Video Production**
Production, editing and scriptwriting
- **Social Media Management**
- **Media Relations & Vendor Negotiations**
- **Budget Management**
- **Volunteer Recruitment & Staff Management**
- **Photography & Copywriting**
- **Product & Training Presentations**
- **Promotion & Merchandising**

PROFESSIONAL EXPERIENCE

► Communication Strategist

2018 - Present

The University of Arkansas • Fayetteville, AR

In this role, I provide support as a member of the IT Communications team. Assisting with writing, design, communications strategy and campus IT communications.

- *Work alongside the Communications Director and other IT areas to provide support and communication for outages, projects and events*
- *Manage and create email messages and campaigns for campus projects*
- *Develop and post news articles and social media messages*
- *Aid in creation, development and editing of video projects*
- *Manage IT Communications student worker*

► Public Relations & Volunteer Coordinator

2017 - 2018

The Salvation Army of Northwest Arkansas • Fayetteville, AR

I supported this organization as a media relations contact and content creator for life-change stories. I designed, edited and managed website and social media campaigns. Additionally, I recruited and managed volunteer events and opportunities.

- *Served as the organization's local media relations contact and spokesperson*
- *Designed, edited and wrote stories for regional and national publications*
- *Worked to promote, and increase volunteerism in Northwest Arkansas*
- *Improved social media engagement and fundraising contributions*
- *Event strategist, designer and coordinator for volunteer banquet and service days*

► Director of Communications

2013 - 2017

LifePoint Church • Minden, Nevada

As manager of our creative team, I served as a designer and director who brought ideas to life while also strengthening overall brand awareness. A few highlights include: managing the website redesign project, growing our social media following by a 150%, designing print materials, websites, social media campaigns, merchandise for conferences and special events and expanding the volunteer team.

- *Graphic design for print, web and social media*
- *Video and audio production; editing of live services and podcasts*
- *Writing and editing of weekly publications and newsletters*
- *Website development, social media management and advertising strategy*

Freelance Design & Music Instructor

2011 - Present

Brownstudy Creative and Jubilee Music (2018)

- *Print and web design, business consulting and video production*
- *Instructor for local children's music classes and singing groups*
> *Singers Company & Music Together*

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EXPERIENCE CONTINUED

SOFTWARE SKILLS

- **Adobe Photoshop & Illustrator**
- **Adobe Indesign**
- **Office 365, MS Teams, Skype & VoIP**
- **Adobe Premiere & After Effects**
- **Web Content Management**
WordPress, HTML, SEO, OmniUpdate (OU)
- **Social Media Management**
Buffer, HootSuite, FB scheduling, etc.
- **Google Analytics**
AdWords
- **Project Management (Trello, Wrike)**
- **Video Production & Editing**
Live Video Switchers, Sony & Canon HD Cameras
- **GivePulse & Signup.com**
- **Canva, Shopify & Squarespace**

VOLUNTEERING

- **Beautiful Lives Boutique**
Providing an opportunity for women to encourage women through shopping
- **Fellowship NWA**
Worship, tech, counseling and small groups
- **Awaken**
Graphic design assistance for this organization committed to ending trafficking in Nevada
- **When I Grow Up**
Writing and international travel with this organization helping end extreme poverty around the world

► **Website Manager & Testing Coordinator** **2011 - 2012**
Mount Rogers Adult Education • Abingdon, Virginia

- *Served as a graphic designer for print materials, ads, and promotional items*
- *Developed new website and trained staff on content management*
- *Worked with office staff to schedule and organize GED testing*

► **Director of Communications** **2008 - 2010**
Stonebriar Community Church • Frisco, Texas

- *Leadership including budgeting, staff supervision and project management*
- *Senior writer and editor for publications including monthly Connections magazine*
- *Media relations and vendor negotiations*
- *Managed large-scale signage project and maintained digital signage system*
- *Helped maintain quality branding and image for Senior Pastor Chuck Swindoll*

► **Communications Specialist** **2006 - 2008**
Texas Presbyterian Foundation • Irving, Texas

- *Graphic designer for all business resources and promotional materials*
- *Writer and editor of press releases, print publications, and e-newsletters*
- *Website content manager and staff photographer*

► **Coordinator of Public Information** **2005 - 2006**
Ozarks Technical Community College • Springfield, Missouri

- *Wrote press releases and articles to share with local media outlets*
- *Managed e-newsletters for the college, Alumni, and President's office*
- *Assisted with graphic design, photography and website content management*

EARLIER EXPERIENCE

► **Layout Artist & Editor** **2003 - 2005**
National Youth Ministries • Springfield, Missouri

► **Business Reporter** **2003 - 2005***
Springfield Business Journal • Springfield, Missouri
** Freelance Writer 9/03 - 10/05*

► **Managing Editor** **2002 - 2003**
Willard Cross Country times • Willard, Missouri

► **Video Editor & Operator** **2000 - 2003**
Associate Producer for Weekend Newscast
ABC/KSPR -TV • Springfield, Missouri