

JENNIFER BROWN



417-693-0681



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WRITER • DESIGNER • CREATIVE

EDUCATION

• University of Kansas

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

• Missouri State University

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

• Video Production

Production, editing and scriptwriting

• Social Media Management

• Media Relations & Vendor Negotiations

• Project Management & Leadership

• Volunteer Recruitment & Staff Management

• Photography & Copywriting

• Web content strategy

• Promotion & Merchandising

PROFESSIONAL EXPERIENCE

► Communication Strategist

2018 - Present

The University of Arkansas, IT Services • Fayetteville, AR

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

- Work alongside the Communications Director and IT partners to provide support and communication for outages, projects, events and new technology on campus
- Manage and create email messages and campaigns for campus projects
- Develop content for news articles, IT websites, and social media audiences
- Produce and edit training videos and resources for new technology
- Project management (using Wrike and Teams and more)

► 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 materials for print, web and social media. Additionally, I managed volunteer events and opportunities.

- Served as the organization's media relations contact and spokesperson
- Designed, edited content for publications and managed website
- 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 the creative team manager, I served as a designer and director who brought ideas to life while strengthening overall brand awareness. A few highlights include: managing the website redesign project, growing our social media following by a 150%, coordinating regional marketing campaigns and designing a wide-range of promotional print products for ongoing events and conferences.

- Graphic designer for print, web and social media materials
- Managed video production team responsible for online videos and podcasts
- Writer and editor of campus publications and newsletters
- Managed all website content and social media 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, Box, Teams & VoIP**
- **Adobe Premiere & After Effects**
- **Web Content Management**
WordPress, HTML, SEO, OmniUpdate (OU)
- **Social Media Management**
Buffer, HootSuite, FB scheduling, etc.
- **Google Analytics**
AdWords
- **SharePoint Applications**
- **Video Production & Editing**
Live Video Switchers, Sony & Canon HD Cameras
- **HTML, Java, PHP & CSS**
- **GivePulse & Signup.com**

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
 - *Graphic designer for print materials, regional advertising 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 budget and project management*
 - *Managed the communications and creative staff team*
 - *Senior writer and editor for publications including monthly Connections magazine*
 - *Media relations and vendor negotiations*
 - *Managed large-scale signage project and 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