

# JENNIFER BROWN



417-693-0681



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WRITER • DESIGNER • CREATIVE

## EDUCATION

- **Master of Business Administration**  
**University of Kansas** (2019)  
- Concentration: Marketing
- **Bachelor of Science**  
**Media Production & Communications**  
**Missouri State** (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**
- **Budget Management**
- **Volunteer Recruitment & Staff Management**
- **Photography & Copywriting**
- **Conference Branding**
- **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 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 & 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**
- **Video Production & Editing**  
*Live Video Switchers, Sony & Canon HD Cameras*
- **HTML, Java & 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*

- *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*