

Jennifer Brown

3554 Smoketree Ave., Carson City, NV 89705
417-693-0681 • jennbrown77@gmail.com

Education

Bachelor of Science in Media Communications, Marketing Minor, Missouri State University, May 1999
Currently pursuing Master of Business Administration (MBA) University of Kansas (expected, 2018)

Strengths

- A love for multitasking, team planning, graphic design, photography, music, deadlines, media and creative strategy
- More than 16 years' experience in communications, marketing, music, writing, editing and graphic design
- Creative design experience using Adobe Creative Suite (Photoshop, Illustrator, InDesign, After Effects, Acrobat)
- Video production experience including scriptwriting, producing and editing using Premiere, Final Cut and more
- Web design and development skills including e-newsletters, HTML, Wordpress and other CMS, SEO & Analytics
- Strong understanding of non-profit organizations and the importance of effective communication
- Experience with budget management, contract negotiations, and staff supervision
- Proficient on PC and Mac computers, and mobile platforms

Experience

2/13—Present

Director of Communications

LifePoint Church, Minden, NV

- Hands-on director responsible for creating and managing all print and web publications
- Contact for local media relations and vendors including advertising and outsourced printing
- Work alongside various departments to create promotional materials for events and activities
- Supervisor of a team of graphic designers, photography and video production volunteers.
- Responsible for managing and monitoring web and social media content and promotions
- Oversee production of weekly video and podcast, and custom video promotion projects

11/10—Present

Owner/Creative Director

Brownstudy Creative, Abingdon, VA & Carson City, NV • www.brownstudycreative.com

- Provided freelance print and website design services to regional and national organizations
- Communications and internet marketing consulting
- Videographer, editor, and designer of promotional videos for churches, businesses, and families
- Event and family photography, music lessons & classes, apparel design, and media consulting

9/08—11/10

Director of Communications

Stonebriar Community Church, Frisco, TX

- Managed development and production of all printed and online materials for a 4,000-member church
- Worked with Senior Pastor Chuck Swindoll and leadership to create resources and materials
- Managed of a team of designers, writers, and volunteers
- Media and advertising contact for advertising, interviews and press releases
- Oversaw \$500,000 annual communications budget
- Developed content and graphics for website, social media, and e-newsletters
- Designed graphics and maintained digital signage and weekly live-feed software

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12/06–9/08

Communications Specialist

Texas Presbyterian Foundation, Dallas, TX

- Assisted Foundation office by writing press releases and articles, designing quarterly and annual reports, newspaper advertisements, e-mail correspondence and promotional brochures
- Created media presentations for sales and staff meetings
- Negotiated pricing for print publications including brochures, business cards and annual reports
- Responsible for Website development including custom e-newsletters, improved navigation features, custom Web reports, and resource material requests.

6/06–12/06

Communications Editor and Designer

Highland Park United Methodist Church, Dallas, TX

- Editor, writer and designer of weekly newspaper and worship guides distributed to 5,000 members
- Designed publications for various ministries and events
- Photographer for church events and custom publication designs
- Managed Web content using (Livesite) Content Management System

9/05–06/06

Coordinator of Public Information

Ozarks Technical Community College, Springfield, MO

- Assisted in college communications (internal and external) by writing news releases and articles
- Implemented graphic-driven e-newsletters and custom Web pages for internal communication
- Designed college banners, brochures, print ads and other promotional items
- Content manager for departmental Websites including news, events, leadership and alumni
- Assisted communications and media team in promoting campus events and activities
- Photographer for college events, Board meetings and publications

9/03–8/05

Editor and Layout Artist for Youth Publications

National Youth Ministries, Assemblies of God Headquarters, Springfield, MO

- Editor and layout artist for national youth publications
- Participated in conference planning, marketing and event management of national conferences
- Graphic designer and assistant producer of fine arts video training series

2/03–9/05

Business Reporter (Freelance reporter 11/03 to 9/05)

Springfield Business Journal, Springfield, MO

- Worked with news team on developing ideas, writing and editing articles for weekly publication
- Interviewed and photographed business leaders in the community
- Researched new businesses and ongoing community reports for accuracy

Additional Experience

- 4/02–2/03 • Managing Editor, Reporter and Photographer for Ash Grove & Willard Community News, Willard, MO
6/00–4/02 • Video Editor & Assistant Producer for KSPR, ABC News Affiliate

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References

Mark Marsella

Customer Service Manager at American AVK Company
(Former Communications Supervisor at LifePoint Church - 2012-2014)
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Melissa Holland

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