

# 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
- Online Team Collaboration
- Website Design & Development
- Video Production  
*Production, editing and scriptwriting*
- Social Media Management
- Media Relations & Vendor Negotiations
- Project Management Experience
- Volunteer Recruitment & Staff Management
- Photography & Copywriting
- Conference Branding
- Promotion & Merchandising

## PROFESSIONAL EXPERIENCE

### ► Director of Communications

July 2020 - Present

Schweitzer Church • Springfield, MO

As the Communications Director, I lead a team of creatives in producing content for weekly and special events. I oversee and have a hands-on role in developing materials and content for print, web, video and social media.

- *Serve on the leadership team setting general direction and communication strategy for the organization*
- *Produce content for weekly emails and messages*
- *Oversite of creative team including graphic designer, video and tech producers*

### ► Communication Strategist

2018 - 2020

The University of Arkansas • Fayetteville, AR

As a member of the IT Communications team, I assisted with writing, design, web communications strategy and campuswide communication initiatives.

- *Worked alongside the Communications Director and IT partners to provide support and communication for outages, major projects and events*
- *Developed content for news articles, websites and social media messages*
- *Project management and website strategy*

### ► 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 media relations contact and spokesperson*
- *Designed, edited content for publications and managed website*
- *Event strategist, designer and coordinator for volunteer banquet and service days*

### ► Director of Communications

2013 - 2017

LifePoint Church • Minden, Nevada

Served as a designer and director who brought ideas to life while also strengthening overall brand awareness. A few highlights include: website redesign project, growing our social media following by a 150%, developing materials for regional conferences.

- *Graphic designer for print, web and social media materials*
- *Managed video production team responsible for online videos and podcasts*
- *Managed print and digital content and strategy*

### Freelance Design & Music Instructor

2011 - Present

Brownstudy Creative

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EXPERIENCE CONTINUED

## SOFTWARE SKILLS

- **Adobe Photoshop & Illustrator**
- **Adobe Indesign**
- **Microsoft 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*

# JENNIFER BROWN

REFERENCES & SAMPLES

**Chris Butler**

Director of Communications, IT Services  
University of Arkansas  
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**Carrie Richardson**

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Leadership Springfield  
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**Josh Uht**

Director of Connections & Communications  
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[WWW.BROWNSTUDYCREATIVE.COM](http://WWW.BROWNSTUDYCREATIVE.COM)