

# JEANTEIL LIVINGSTON

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## QUALIFICATIONS PROFILE

Communications professional, with extensive experience in marketing, public relations, journalism, artist/client management, and charity efforts. Skilled in adapting public relations and marketing for clients in various industries including software, entertainment, ecommerce, and politics. Effectively communicates with multiple teams and delegates, while allowing others to facilitate their ideas and opinions. Experienced writer and editor, with over 20 years' experience writing press releases and news articles. Strong knowledge of content marketing and the influence content creation has on a brand's growth and its audience connection.

## PROFESSIONAL EXPERIENCE

### **Communications and Organic Marketing Manager**

JOBNIMBUS, January 2021- present

LEHI, UT

- Oversee the company public relations and media relations
- Manage organic motions including page ranking, keyword research, and weekly leads
- Create consistent messaging for company site and online profiles

### **Director of Public Relations and Branding**

PREVALENT PR & MARKETING, January 2017-present

LEHI, UT

- Coordinate PR and marketing campaigns for corporations and small businesses
- Strategize and customize branding for clients in a range of industries
- Create content for press releases, social media, websites, bios, and promotional campaigns

### **Executive Communications Director**

SHAKEJI, INC., June 2003-December 2020

LAS VEGAS, NV

- Handled the day-to-day management and communication of Gladys Knight
- Managed booking requests, scheduling, and contracts
- Coordinated Artist's public relations and charity requests

### **Account Executive**

PR PLUS, February 2002-June 2003

LAS VEGAS, NV

- Handled public relations for clients including, Hard Rock Hotel, Gladys Knight, Lord of the Dance, Louie Anderson
- Wrote and distributed articles, press releases, media alerts and press kits
- Assisted with charity events on behalf of the Lili Claire Foundation

### **Features Editor**

REBEL YELL NEWSPAPER

(University of Nevada-Las Vegas), August 2001-January 2002

LAS VEGAS, NV

- Developed story ideas and themes for the Features Section
- Issued story assignments to staff writers
- Created eye-catching page layouts

## EDUCATION

**Bachelor of Arts in Mass Communications (Journalism), Minor in Marketing (2003)**  
UNIVERSITY OF NEVADA-LAS VEGAS

## REFERENCES UPON REQUEST