
JENNIFER S. HYK

View my work portfolio at www.jennifershyk.com online.

PROFILE

The work history here summarizes more than 25 years in daily and community-based journalism, marketing communications, and technically complex writing and editing across print and digital channels. I'm adept at coordinating teams and projects with remote members, including those within organizations that serve multiple markets and locations. This background necessarily means I am able to prioritize tasks on deadline and work independently or as part of a collaborative team. I've also handled community relations and administration for several nonprofits, including a foundation. Gaps in the timeline reflect periods of freelance work in writing and organizational development.

CORE COMPETENCIES

Writing & Editing

Interpersonal & Marketing Communications

Content Creation & Management

Technical Writing & Process Development

RELEVANT WORK HISTORY

SENIOR COMMUNICATION SPECIALIST – SIOUX FALLS, SD

2024 TO 2026

Provide communication and organizational support for state, regional, and national groups at a public relations and professional-association management company. Develop and execute communication strategies to support clients. Generate earned media.

Help plan, promote, and produce public events as well as member-only conferences in person at various venues; facilitate regular business and professional-development meetings; co-create and coordinate continuing-education courses for license approval.

Improve collaboration and efficiencies by co-creating and documenting processes for client groups and for Cetera Services as a whole. Generate and carry out marketing plans.

MARKETING COORDINATOR, TSP INC. – SIOUX FALLS, SD

2014 TO 2021

Developed and promoted brand identity for a fully integrated architecture, engineering, planning, and interior-design firm with five offices in three states and two time zones across the Upper Midwest. Developed relationships with internal and external experts in several specialties within key markets of healthcare/wellness/senior living, K-12 and higher education, and government/civic/community facility project types.

RELEVANT WORK HISTORY, *Continued*

Translated engineer-speak and design-aesthetic talk into long-format proposals for clients, social-media activity for broader public audiences, and sponsored content for media partners including SiouxFalls.Business.com. Crafted various print and digital collateral pieces, including flyers and brochures, rack cards, slide decks, and website landing pages.

Developed a “kit of parts” – design templates, images, and a living language library – that showcased the firm’s expertise, people, and projects.

Provided support and guidance for internal project-team members in various offices as well as partner consultants at subspecialty design and engineering consultancies. Deconstructed internal processes for various subspecialties and operations within the company to codevelop agile approaches. Documented source material and standard operating procedures on a shared server to increase usability and compliance.

REMOTE EDITOR, ENTREPRENEUR.COM – IRVINE, CA & NEW YORK CITY, NY 2016 TO 2019

Freelance editor for content contributed to the online platform for a leading national business magazine. Used a proprietary CMS to access articles submitted by a vetted network of business owners and consultants. Created links to related articles within the magazine’s system to further drive page views and establish credibility as a source for comprehensive information on topics of interest to small- and medium-business owners.

Applied critical reviewer’s eye for integrity of content, grammar, and style. Researched claims, corrected factual errors, and made notes regarding errors of omission. Alerted staff editors when I discovered pieces had been plagiarized in part or published previously on competitors’ websites.

FEDERAL GRANT DEVELOPER, SANFORD HEALTH – SIOUX FALLS, SD 2012 TO 2014

Authored federal, state, private, and commercial funding proposals for the nation’s largest rural, integrated nonprofit health system. Served the entire Health Services Division, encompassing Sanford’s primary footprint of facilities in five Upper Midwest states.

Coordinated multidisciplinary teams of physician specialists, advanced-practice providers, clinic directors, regional/corporate vice presidents, and other key administrators to develop innovative program designs.

RELEVANT WORK HISTORY, *Continued*

Collaborated with Internal Review Board experts within the organization to assure clinical aspects aligned with informed-consent and other considerations.

RESOURCE DEVELOPER & COMMUNICATIONS SPECIALIST, BOYS & GIRLS CLUB OF THE SIOUX EMPIRE – SIOUX FALLS, SD

2011 TO 2012

Supported the work of a local nonprofit that educates and cares for children from birth to 18 years. Led development efforts as the nonprofit transitioned from providing fee-for-service care to become an affiliate of the Boys & Girls Clubs of America.

Launched the organization's first-ever annual campaign. Wrote direct-mail appeals and other collateral materials. Created a quarterly newsletter strategy and wrote the first few editions under the new plan.

ASSOCIATE, PAUL J. STRAWHECKER, INC. – OMAHA, NE

2011

Independent contractor for Omaha-based nonprofit development and consulting firm. Coordinated the initial Chamber of Commerce Community Appeals portion of a \$2.4 million campaign to restore and reopen the State Theatre in downtown Sioux Falls.

DEVELOPMENT OFFICER, SIOUX FALLS AREA COMMUNITY FOUNDATION – SIOUX FALLS, SD

2005 TO 2009

Developed partnerships within communities to support the foundation's more than 1,000 charitable funds. These include nonpermanent advised accounts that donors use to simplify their annual giving as well as endowments designed to exist in perpetuity.

Brainstormed, wrote, edited, and photographed content for all nonprofit communications, including newsletters and annual reports with press runs of 7,000-plus and 30,000-plus, respectively.

Provided administrative support and guidance for multiple grassroots groups that formed under the umbrella of the foundation's legal structure. Drafted initial organizing documents for independent 501(c)3 status, enabling the foundation's role as an incubator.

RELEVANT WORK HISTORY, *Continued*

STAFF REPORTER & PAGE DESIGNER, ARGUS LEADER – SIOUX FALLS, SD
1999 TO 2005

Reported on enterprise stories, breaking-news updates, and developing issues as a staff writer and page designer at the state's largest newspaper. Transitioned to digital age as the daily become a media company with a daily online presence.

Covered community and cultural affairs, healthcare, education, and government at the local, state, and national levels to generate in-depth 1A and Sunday centerpiece packages. Arranged or created photos and graphics to tell the story visually.

Investigated public records, sought out and interviewed appropriate sources, and analyzed information to produce thorough, compelling journalism. Developed broad base of knowledge in topic areas.

EDUCATION & SPECIALIZED TRAINING

UNIVERSITY OF SOUTH DAKOTA – BS IN MASS COMMUNICATION WITH PRINT JOURNALISM EMPHASIS; 1999

Double-major in English.

POYNTER INSTITUTE FOR MEDIA STUDIES – COLLEGE GRADUATE FELLOWSHIP IN NEWS REPORTING & WRITING; 1999

One of 16 individuals selected nationwide.

TECHNICAL SKILLS & APPLICATIONS

ADVANCED USER

Adobe Creative Suite – InDesign and Adobe Acrobat Pro, including Adobe Cloud-based functions for shared-review virtual sessions.

Microsoft Office 365 core applications suite – Outlook, Calendar, Word, Excel, PowerPoint, and OneNote.

Google core applications suite – Gmail, Calendar, Drive, Meet, Docs, and Sheets.

Facebook, Twitter, LinkedIn, and Instagram social-media platforms.

WordPress digital publishing with GravityForms plug-in for customized digital forms.

Mailchimp email campaigns.

TECHNICAL SKILLS & APPLICATIONS, *Continued*

Wild Apricot suite for membership management and digital communications.

Zoom and Teams collaboration tools.

Dropbox and Sharepoint file-sharing systems.

UTILITY USER

Canva digital publishing.

monday.com workflow planning and project tracking.

Adobe Creative Suite – PhotoShop.

Google Suite – Sites, Slides, and Classroom.

WORK PORTFOLIO

Visit www.jennifershyk.com online.

REFERENCES

Available upon request.