

Jennifer Jensen

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Jacksonville, FL

Media and communications leader with 15-plus years of experience in journalism, public relations and content strategy. Skilled in developing media plans, managing publications and creating impactful communications that elevate brand visibility across digital and print platforms. Recognized for building strong industry relationships, driving audience engagement and leading editorial teams to deliver high-quality, revenue-generating content.

EXPERIENCE

Media and PR Specialist

BCMI, remote (March 2024-present)

- Manage BCMI's media plan and calendar, increasing press coverage and versatility across publications.
- Write, edit and distribute press releases, articles and external communications, resulting in media placements in top-tier industry outlets.
- Conduct interviews and communicate with team members, customers and partners.
- Develop internal communications, marketing collateral and sales materials.
- Act as media and PR liaison to expand reach across digital and print channels.
- Ensure all materials present a clear, unified and positive image for the organization.
- Coordinate presence and engagement with the industry at events and trade shows.

Freelance Writer, Editor and Social Media Coordinator

Self-employed (September 2014-present)

- Interview, research and write articles for several print and online publications, including *The Resident News*, *Giggle Magazine*, *The Mother Chapter*, *The Florida Times Union* and more.
- Write articles for companies within the mining and construction industries as a ghost writer.
- Design social media campaigns to engage audiences and strengthen brand presence.

Editor-in-Chief

Window Fashion VISION Magazine, remote (August 2022-May 2023)

- Developed and curated industry content, increasing readership engagement and relevance.
- Recruited and managed a network of columnists and contributors, expanding editorial diversity and expertise.
- Researched and sourced compelling content and photography, elevating publication quality and visual appeal.
- Authored feature articles that strengthened brand authority within the industry.
- Partnered with advertising team to create paid content and drive revenue.

Associate Editor | Assistant Editor

Mining Media International Inc. Jacksonville, Florida (2013-2022)

- Promoted from Assistant to Associate Editor for editorial leadership and content quality.
- Oversaw editorial quality for four publications and related marketing materials.

- Wrote, edited and produced print and digital content, reinforcing publication authority and expanding digital reach.
- Improved editorial accuracy and consistency through editing, proofreading and managing weekly eNewsletters sent to 20,000+ subscribers.
- Managed freelance contributors, ensuring on-time, high-quality content delivery.
- Represented the company at trade shows and industry events, reporting on trends and strengthening industry relationships.
- Directed multiple editorial sections and coordinated content flow, meeting strict deadlines while maintaining high standards.

Reporter

The Wakulla News, Crawfordville, Florida (April 2010-March 2013)

- Produced 150+ articles annually, covering government, education, courts and the community.
- Increased web traffic through engaging digital content and active social media management.

Office Assistant/Estimator

ServPro of Alachua County West, Gainesville, Florida (August 2009-April 2010)

- Produced company newsletter and managed internal communications.
- Handled customer relations, insurance claims and office operations.
- Prepared job estimates and maintained accurate project records.

Reporter

Roane County News, Kingston, Tennessee (April 2007-August 2009)

- Delivered 200+ articles on government, law enforcement, education, and community news, strengthening community engagement.
- Managed publication design and production for *The Rockwood Times*.

EDUCATION

University of Florida, Gainesville, Florida; Graduated: August 2006
Bachelor of Science in Journalism, Minor in Business Administration

SKILLS

Technical Skills: Mailchimp, WordPress, eClincher, Joomla, TextWrangler, InDesign, Adobe Photoshop, Adobe InCopy

Editorial Skills: AP Style, Content Strategy, Media Relations, Social Media Management, Internal Communications

AWARDS

2011 Florida Press Association Award, Second Place in Government Reporting • 2011 Landmark Community Newspapers Award, Third Place in Feature Writing • 2009 Landmark Community Newspapers Award, Second Place in News Writing • 2008 Landmark Community Newspapers Excellence in Community Journalism Leadership Award • 2008 Tennessee Press Association Award, Fifth Place for Best Single Feature • 2008 Landmark Community Newspapers Award, Third Place in News Writing